

# AMERICAN ARTISAN and Hardware Record

JAN 5 1921

Vol. 81. No. 1.

620 SOUTH MICHIGAN AVENUE, CHICAGO, JANUARY 1, 1921.

\$2.00 Per Year.

Direct Draft  
Damper RodOne Piece  
Cast Dome

QUEEN FURNACE

## FLORAL CITY QUEEN

### *Warm Air Heater*

THE illustration at the left shows our New Queen Furnace with direct draft outlet from radiator to smoke pipe.

This is the only furnace of this type on the market with a real direct draft—and the best proportioned furnace made.

It has a large one-piece radiator, large fire door with air blast inlet and slotted fire-pot. We have a folder which describes this wonderful new furnace in detail. Write for a copy today. Our dealers make good profits and enjoy real selling cooperation from us.

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## THE DEFENDER

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*Let us send you our complete catalog illustrating and describing our entire line of quality warm air heaters.*

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DANIEL STERN  
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The Hardware, Stove,  
Sheet Metal, and Warm  
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lating Interests

# AMERICAN ARTISAN and Hardware Record

Address all communications and  
remittances to  
AMERICAN ARTISAN  
AND  
HARDWARE RECORD  
620 South Michigan Avenue  
Chicago, Illinois

PUBLISHED EVERY SATURDAY BY ESTATE OF DANIEL STERN

TERMS OF SUBSCRIPTION IN THE UNITED STATES AND ITS POSSESSIONS (Invariably in Advance) ONE YEAR POSTAGE PAID \$2.00  
FOREIGN COUNTRIES ONE YEAR POSTAGE PAID \$4.00 CANADA ONE YEAR POSTAGE PAID \$3.00

Entered as Second-Class Matter June 25 1885 at the Post Office at Chicago, Illinois under Act of March 3rd 1879

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If nothing else can be said in favor of the Federal Income Tax Law, this at least is to its credit, that a large number of retailers have been forced to do something which, without it, they could not be induced to do—the taking of an annual inventory.

## What Does Your Inventory Tell You?

Admitting that a physical inventory involves a great deal of hard work, both mentally and physically speaking, of which the writer speaks with a very clear and painful memory, such an inventory is absolutely necessary at regular, stated intervals, in order that the owner of the business may have a reasonably accurate idea of how he stands with himself, his debtors and his creditors.

A very large proportion of our readers have spent a considerable portion of the past week in counting and weighing and measuring items in their stocks, and in many cases they may not have finished with this unpleasant part of their work by the time this issue of American Artisan and Hardware Record reaches them.

What does your inventory tell you?

That depends on the manner in which you took it last year, for under the ruling of the United States Treasury Department your inventory must be taken on the same basis this year.

If you based your valuation in your 1919 inventory on the actual price you paid, that must be the basis for your valuation in this inventory.

If you based it on replacement cost in 1919 that is the rule by which you must go this year.

At any rate, your income tax statement must be made in accordance with these rules, and of course it will save much time and work on the part of your book-keeping de-

partment if you follow the same rule in the taking of your inventory.

Let us suppose then, that your inventory is based upon "actual cost."

If that is the case you must give consideration to the fact that in many instances reductions have been made by both manufacturers and wholesalers since many of the items which are now on your shelves were received and paid for.

And the consideration you must give must be to the effect that each one of these reductions represents a definite loss in the value to you of the item in question.

The total of these losses must be deducted from the "paper value" of your stock, if your inventory is to give you anything like an approximate estimate of what your stock and your business really are worth.

In figuring these losses, be absolutely honest with yourself, both from the standpoint of the income tax return and from that of your bank and creditors.

You have, of course, no desire to beat Uncle Sam out of what he needs and should have out of your profits, but there is no reason why you should pay tax on an income which to some extent may be fictitious, and which must be fictitious, unless you make the proper deduction in accordance with the actual market prices of this date.

On the other hand, your banker and your creditors are entitled to a statement which tells what you are actually worth. When you have to borrow money to finance your business—and there are few hardware dealers, wholesalers and manufacturers who are not frequent borrowers and who yet belong in the class of prosperous business men—or when you ask for credit on your purchases you stand very little show of obtaining what you need to carry you along unless you can furnish a satisfactory statement. Imaginary



profits—profits which show only on paper because they are eaten up to a large degree by price reductions—do not help to make your statement more favorable.

But entirely aside from these two angles, there is a third question which should be answered by your inventory—that of live and slow selling goods and also of the “dead stock.”

If you have any of the two last named classes in your stock—and your store is a very rare exception if there are not several such items in your stock—get them out where you can look them over and set a price on them that will cause them to be turned into cash.

In one sense, this might really be considered the most important object of your inventory, for if you follow this rule your stock will always be clean and worth “a hundred cents on the dollar,” entirely aside from the amount represented by goodwill.

The writer calls to mind a case of a retailer whose stock was sold by his creditors. A physical inventory taken at cost price showed a total of nearly \$12,000, but when it was figured at actual value there was a shrinkage of nearly 50 per cent, because a large portion of the merchandise consisted of “dead stock.”

Take your inventory in such a way that it will show you exactly what you are worth; make use of the physical labor expended in taking it so as to segregate the “dead stock,” and then take such steps as will turn these profit eaters into actual cash.

◆ ◆ ◆ ◆ ◆

If an automobile driver should start his machine, then jump into the rear seat and let the car roll along without touching the steering wheel, the roughness of the road would soon land him in the ditch.

#### Plans for 1921?

You might say that he would only have himself to blame for the accident, and in one respect you would be right, while in another you would be wrong, or at any rate you would have used the wrong expression. He would be to blame, sure enough, but his landing in the ditch could not in any sense be classed as an accident—it would be the logical result of his own action, or rather, failure to act in a sensible way.

And yet, are there not today hundreds of

hardware retailers who are operating their stores with just as little foresight, planning and execution as did this imaginary automobile driver?

For example, what real plans have you made to derive a profit or to increase your sales over that of January 1920?

Have you considered the opportunities for new business presented by the Farmers' Institutes that are usually held in this month?

Are you prepared to turn these opportunities into actual sales and profits?

Do the frosty mornings mean extra sales of ice skates, or of heating stoves, or of blankets for the horses and cattle, or do they just mean that it will be disagreeable to get out of your warm house and walk to your store?

It doesn't take much to start a Ford, just a turn of the crank, or two, but you must keep your hand on the steering wheel all the time and have a fair idea of where you want to go and of the condition of the road you have to travel, or you won't get very far.

It is the same way with the hardware business. Almost anybody thinks he can “run a hardware store,” but it takes real work and real planning and real knowledge of a thousand and one items, if the business is to land at the desired goal, success, or even a living.

Leave one of these out of consideration and your business car will land in the ditch of failure.

◆ ◆ ◆ ◆ ◆

All living things are selfish. The hog and the poet, the bee and the philosopher, the tiger and prima donna can pursue their destiny only by varying degrees of selfishness. The hog is a hog because his selfishness has been cultivated to the exclusion of all else.

As we ascend in the scale of life, we find group selfishness taking the place of the individual selfishness of the tiger. Humanity gropes upward toward community selfishness and race selfishness through painful experiences.

Right now we are undergoing a period of selfishness which has some of the elements of the cruder forms of evolution. What we need is a more enlightened selfishness to teach us that we can not get benefits for ourselves without helping others to get similar benefits for themselves.



## Random Notes and Sketches

By Sidney Arnold

I enjoyed a pleasant call from A. H. Coleman of the Meulenberg Sheet Metal Roofing Works, Kalamazoo, Michigan, and Thomas I. Peacock, who sells Gilt Edge warm air heaters in Michigan, northern Indiana and Ohio. They were in town between Christmas and New Years.

\* \* \*

Allen W. Williams, who is secretary of almost every association in the warm air heater and stove manufacturers' industry, is wearing a handsome ring with a "double three" in enameled figures bordered with a triangle. He is to assist in conferring the Consistory degrees on President-elect Harding on next Wednesday, January 5, 1921, at Columbus, Ohio.

\* \* \*

Harry Van Bayse, of The American Furnace Company, and E. B. Langenberg, of the Haynes-Langenberg Manufacturing Company, both in St. Louis, were in Chicago on Tuesday this week, and complimented me on our balmy weather. The thermometer registered three below zero on the morning they arrived in town.

Incidentally, they told me that our "Warm Air Heater Special" which was published on December 25th, was the best one they had ever seen. Thanks, friends, for them kind words!

\* \* \*

A celebrated singer was in a motor car accident one day. A paper, after recording the accident, added, "We are happy to state that he was able to appear the following evening in four pieces."

\* \* \*

Johnnie had reached the mature age of three and was about to discard petticoats for the more manly raiment of knickerbockers.

The mother had determined to make the occasion a memorable one.

The breakfast table was laden with good things when the newly breeched infant was led into the room.

"Ah!" exclaimed the proud mother, "now you are a little man!"

Johnnie was in ecstasies. Displaying his garments to their full advantage, he edged close to his mother and whispered:

"Can I call pa Bill now?"

\* \* \*

"The trouble with this country," explained Professor Pate, "is that eighty-six per cent of the population are standing on platforms, sitting in editorial offices, lounging in cozy corners, loafing in grocery stores or lopping on benches, telling the other fourteen per cent that the trouble with this country is that the people won't quit talking and go to work."

\* \* \*

First Surgeon—What did you operate on patient Number Two for?

Second Surgeon—Five hundred dollars.

First Surgeon—You don't understand. I mean what did the patient have?

"Five hundred dollars."

"Neath the frosty stars they lingered by the gate. He had been seeing her home from a dance and was loath to leave her.

Then his love spurred on his courage, and, seizing her in his arms, he kissed her.

"Oh, John!" she breathed in strangled ecstasy.

"Darling!" he responded. "You are the first girl I have ever kissed!"

"Am I?" she murmured thoughtfully. "Well, you did it very well for an amateur."

The moonlight showed his face white and stern.

"How do you know?" he demanded.

\* \* \*

"Now" asked a teacher, "who can tell me what an oyster is?" There was a silence for a moment. Then little Billy raised his hand.

"I know!" he triumphantly announced. "An oyster is a fish built like a nut!"

\* \* \*

Lady of the House—"Have you a letter from your last mistress?"

Applicant—"Well, mum, we was friendly when we parted, but we haven't been carrying on no correspondence, mum."

\* \* \*

When you are filling out your income tax schedule for the year 1920, you may have to pay taxes on something which you can not set down in dollars and cents.

If you have been practising the philosophy of a smile throughout the year, you have gained profits which otherwise you would not have earned.

A pleasant countenance, alight with friendliness and sincere interest draws customers and promotes sales while spreading happiness.

In that sense of the matter, then, you are paying income tax on smiles. Surely that is one part of the payment required from you against which you can have no cause for grumbling. The bigger the income tax you pay the more profit you will make.

If you want a bigger income tax next year use more smiles in your business this year. The smiles will be good for your bank account, good for your health, good for your disposition, good for your friends, and neighbors, and, when added to other smiles, good for the whole world.

Here are some simple lines about smiles that are worthy of a place in your scrapbook:

### A Smile Will Help a Lot.

When you're out of sorts and grumpy,  
And life's bed seems rough and bumpy,  
Just remember that a smile will help a lot;  
You may not be feeling funny,  
But it costs naught to look sunny—  
Just remember that a smile will help a lot

If you've been investigated,  
And you're feeling irritated,  
Just remember that a smile will help a lot;  
Don't give out some press-talks spiteful,  
Nor predict a panic frightful—  
Just remember that a smile will help a lot.

In short, if rich and perky,  
Or as poor as poor Job's turkey,  
Bear in mind that a smile will help a lot;  
You are sure to make a winning  
If, at every day's beginning,  
You'll remember that a smile will help a lot.

# Up-to-the-Minute News Siftings

*Items of Interest to Dealers Gleaned from Many Fields.  
National and Local Business Plans, Problems, and Practices.*

## **NO CHANGE IN PAY OF STOVE MOLDERS.**

The conference which has been in session for several weeks at Atlantic City, New Jersey, between representatives of the stove manufacturers and of the molders' union has adjourned without coming to any definite conclusion, except that the 1920 wage scale will be maintained until April first. Another session will be held about that time to consider the situation as it may exist then.

The molders were primed for the fight with instructions to stand out for an advance of fifteen per cent, but the manufacturers maintained that instead of an advance there ought to be a reduction, in view of the general tendency toward lowering of selling prices and wage scales.

It is difficult for the man on the side lines, whether he be a retailer of stoves or a mere consumer, to see where the justice of a higher pay rate comes in for this already well paid work, and it would seem that the representatives of the union used very poor judgment not only in making this demand, but also in refusing to consider a reduction in keeping with the general trend.

In this connection, it is worthy of note that the six large unions in the Fall River, Massachusetts, textile mill district voted recently to accept a cut of 22½ per cent, affecting approximately 35,000 operatives, and that building laborers in many cities have agreed to reductions of about 25 per cent.

While pig iron will no doubt be bought considerably lower than the prices prevailing during the casting season of 1920, the reduction of this material will not be sufficient to justify any material reduction in the selling price of stoves.

Say for example, that pig iron can be bought at \$8.00 a ton less than last year, this would mean a saving on a 150 pound stove of only about 60 cents if the manufacturer could give the retailer the benefit of the entire reduction, which of course he can not owing to higher percentage of overhead because of operating at less than full capacity.

The only way in which a real cut can be made in the price to the retailer is by a decided lowering in the wage scale now being paid, and at the present writing there does not seem to be any hope of inducing the molders to accept such a cut.

A prominent stove manufacturer who does not wish to have his name mentioned as this might cause him trouble with the union molders in his several plants, made the following statement to the writer during the annual meeting of the Western Central Stove Manufacturers' Association, held Wednesday, December 29th, at the Congress Hotel, Chicago:

"While I am greatly disappointed at the inconclusive ending of the Atlantic City conference, I suppose

that the only thing the manufacturers can do is to make a very strong effort to get business on a basis of prices somewhere near those which were in force in 1920 before April first.

"So far as a guarantee is concerned, our company will sell its output without a guarantee. We will set a range of prices which we feel will appeal to the trade, but it is simply out of the question for a house like ours to make a guarantee, for this would mean that we should have to follow any reduction which might be made during or after the big selling season by some concern which had to dispose of its output in order to realize needed cash to cover its notes.

"In other words, it would not be a matter of guaranteeing our goods against our own decline in prices, but against the decline of any other manufacturer, whose action had nothing to do with the underlying conditions of the stove business in general.

"The molders' union and many of the individual members of the union have shown a very unreasonable attitude during the past four years, and the manufacturers have been forced to submit to rulings and regulations which in their actual operation have been grossly unfair and which have increased our manufacturing costs away beyond the point which would appear proper to the person who is unfamiliar with actual conditions.

"For example, when the 1920 agreement was put in force, it became almost impossible for any one to fix the responsibility for spoiled castings, and as a result many a molder received pay that he did not earn, which naturally added to the cost of making the stoves.

"The 'sanding' or 'cutting' provision of that agreement is the most unfair proposition that was ever made, for it encourages carelessness on the part of the molder and needlessly increases the manufacturing cost. I sincerely hope that this provision will be left out and some more equitable arrangement arrived at in the next conference."

## **Many Friends Send Greetings to AMERICAN ARTISAN.**

As a friendly institution, with warm human relationships, AMERICAN ARTISAN AND HARDWARE RECORD always keeps in view the motive of personal service to its wide clientele.

It is not merely a trade journal.

No one of its staff considers himself or herself simply a worker earning salary.

All are imbued with the thought of doing things in a friendly fashion. They have been trained to visualize subscribers and readers as men and women with whom they have in common a multitude of interests, desires, and accomplishments.

That this attitude has an influence in creating a pleas-



ant response in the thousands of people whom **AMERICAN ARTISAN AND HARDWARE RECORD** serves week after week, is evidenced in every day's mail.

It is only natural, therefore, that during this holiday season many of our friends who write us letters of appreciation throughout the year should take occasion to send special greetings and words of good will.

Among the many friends from whom messages of holiday salutation and good wishes have been received are the following:

GEROCK BROTHERS MANUFACTURING COMPANY,  
125½ South Vandeventer Avenue, St. Louis, Missouri;

GEORGE T. BAILEY, Assistant Manager Sales, Oliver  
Iron and Steel Company, Pittsburgh, Pennsylvania;

HUGO ARONS, 2602 Elm Street, Dallas, Texas;

THE H. WETTER MANUFACTURING COMPANY, South  
Pittsburg, Tennessee;

THE MEYER FURNACE COMPANY, 1300-04 South  
Washington Street, Peoria, Illinois;

J. T. F. KELLY, Hercules Powder Company, Wil-  
mington, Delaware;

R. J. SCHWAB AND SONS COMPANY, Milwaukee,  
Wisconsin;

CHARLES S. HUBBARD, Duquesne Club, Pittsburgh,  
Pennsylvania;

THE WISE FURNACE COMPANY, Akron, Ohio;

SAMUEL D. LATTY, President, The Kirk-Latty  
Manufacturing Company, Cleveland, Ohio;

CHARLES L. ATWOOD, Advertising Manager, Milwau-  
kee Corrugating Company, Milwaukee, Wisconsin;

CONSOLIDATED SHEET METAL WORKS, Milwaukee,  
Wisconsin;

H. P. CHENOWETH COMPANY, New Orleans;

GEORGE H. HARPER, National Enameling and Stamp-  
ing Company, Incorporated, Chicago, Illinois;

FOLLANSBEE BROTHERS COMPANY, Pittsburgh, Penn-  
sylvania;

W. H. CLOUD, Secretary, Southern Association of  
Stove Manufacturers, Louisville, Kentucky;

THOMAS I. PEACOCK, R. J. Schwab and Sons Com-  
pany, Grand Rapids, Michigan;

JOSIAH B. BORDEN, Philadelphia, Pennsylvania;

JOHN P. MCCREA, Pittsburgh, Pennsylvania;

GEORGE H. DIETZ, Secretary, Nebraska Retail Hard-  
ware Association, Lincoln, Nebraska;

MATTHIAS LUDLOW, President, National Retail  
Hardware Association, Newark, New Jersey;

LOUIS GICLAS, Washington, D. C.;

F. MEYER AND BROTHER COMPANY, Peoria, Illinois;

HENRY A. SQUIBBS, American Steel and Wire Com-  
pany, Chicago, Illinois.

OTTO E. SCHESKE, Sales Manager American Fur-  
nace Company, St. Louis, Missouri.

### **Western Central Store Manufacturers Elect Officers for 1921.**

The annual meeting of the Western Central Associa-  
tion of Stove Manufacturers was held in Chicago De-  
cember 29th, at the Congress Hotel.

A general discussion of the situation took place, both  
as regard to the matter of raw material and that of  
labor costs, as well as to what might be done by the  
industry to promote and foster business during the  
coming year.

From such informal statements as were made to  
the writer, it may be said that the stove manufacturers,  
generally speaking, feel that inasmuch as they have  
not laid themselves open to the charge of inflation of  
prices, they should not be expected to take an undue  
share of whatever cut must be made in order to put  
the stove business back on its feet.

It is to be recognized, they say, that until the last  
few years, there were many manufacturers who were  
not getting a fair return on their investment, and the  
industry as a whole can not afford to have that condi-  
tion come back again.

They also feel that so long as labor costs remain as  
high as they are now, even a reduction of \$10.00 a ton  
on pig iron will not make any material difference in  
the selling price of a stove, as a large portion of the  
saving on this item will be eaten up by the increased  
percentage of overhead, owing to the fact that found-  
ries will probably have to be operated only at half  
capacity for a considerable period, due to the stocks  
carried over by the retailers.

Traveling salesmen will probably not be sent out  
to see the trade until well along in January, some in  
fact not until February, and in the meantime the cost  
departments will have their work cut out to make cer-  
tain where a cut—if any—can be made. There will  
not be a horizontal reduction, but if it is found that  
a certain type can stand a cut of a dollar, or fifty cents,  
or five dollars, such a reduction will be made by the  
individual manufacturer—which is as it should be.

The following officers were chosen to serve during  
the year of 1921:

President: J. T. Templeton, Buck's Stove & Range  
Company, St. Louis, Missouri;

Vice-president: John Fry, Detroit Stove Works, De-  
troit, Michigan.

Treasurer: L. H. Booch, The Bridge & Beach Man-  
ufacturing Company, St. Louis, Missouri;

Secretary: A. W. Williams, Columbus, Ohio.

### **Lawson Manufacturing Company Will Increase Its Capital.**

The Lawson Manufacturing Company, Lexington  
Avenue and Thomas Boulevard, Pittsburgh, Pennsyl-  
vania, manufacturer of stoves, heaters, ranges, etc.,  
has called a special meeting of stockholders on Febru-  
ary 8, 1921, to vote an increase in capital to \$100,000.  
L. E. Rott is Secretary.

### **Well Known Stove Manufacturer Dies at Taunton, Massachusetts.**

Oscar G. Thomas, president of the Oscar G. Thomas  
Company, Taunton, Massachusetts, maker of stoves,  
died recently at the age of 69 years. The Company  
was incorporated in 1911 since which time Mr. Thomas  
had been its President. He also was Treasurer of the  
Dighton Stove Lining Works.



# The Week's Hardware Record

*What Retailers, Jobbers, and Manufacturers Are Doing.  
Latest Selling Methods. Experiences of Successful Men.*

## **SEES BETTER CREDIT CONDITIONS FOR COMING YEAR.**

Better money conditions in 1921 should result from the progressive improvements now operative in certain adverse factors of the country's bank credit situation, according to a statement made by James S. Alexander, president of the National Bank of Commerce in New York.

He expresses the opinion that banking may expect to serve the needs of legitimate business with a lesser degree of credit strain than during the past year.

The chief cause of betterment, he says, was a reduction in the volume of war paper and frozen and speculative commercial credits in bank resources, impairing their liquidity.

"Business men are justified in feeling confident that the money situation in the United States in 1921 will be a very different matter from what it has been during 1920," Mr. Alexander's statement says. "Certain specific factors are clearly recognizable as the chief adverse forces affecting bank credit during the past year, and there is every reason for believing they will not be so powerfully operative in the year to come."

To illustrate improvement of unfavorable factors in the situation, Mr. Alexander cites figures of 800 banking institutions, reporting weekly to the Federal Reserve Board, with resources estimated at about 40 per cent of the resources of all banks.

From January to mid-October, he points out, these banks showed a decrease of \$500,000,000 in the amount of United States securities owned by them and of \$380,000,000 in loans secured by Government securities, which, for all banks, would indicate a reduction in war paper holdings of about \$2,000,000,000.

There also was a drop of \$200,000,000 in loans secured by stocks and bonds, this item representing in considerable part speculative operations. At the same time loans chiefly for manufacturing, commercial and agricultural purposes showed an increase of \$1,510,000,000.

"These figures indicate that while there has been marked contraction in the non-liquid and speculative elements of bank credits, there has been a continued expansion in the accommodation extended to meet business needs," the statement says.

"This explains why, although to mid-October contraction was not operative in the total volume of credit, better conditions were in sight in the banking situation. It was because there had been this marked improvement in the quality of credit.

"A contraction in commercial credits set in during October. In this month the reduction of the non-liquid elements also maintained a rapid pace. Thus two elements of betterment were operative, improved liquidity and contraction of the total.

"If the foregoing facts and deductions are of value,

it is not because of the light they throw on past events, but because of the promise they hold for the future.

"They carry the conviction that credit conditions should be more satisfactory during 1921 than they have been during 1920.

"These figures justify business men in expecting our credit resources to function more efficiently in the future than they have in the immediate past to facilitate their business operations, because the four great causes of impaired credit in 1920 should not exert the same influence in the year that lies ahead.

"We may assume that war paper, in passing from the hands of the banks, will rest permanently in the hands of the ultimate investor, where it belongs, and that it will not again seriously impair the liquidity of commercial bank resources.

We may also hope that we shall not in 1921 see a national transportation breakdown which added a large portion to the impairment of credit.

"Again we may expect that there will not be the same violent price changes and that, therefore, commercial credit will not be employed for purposes of commodity speculation to the same extent.

"Finally, we may expect that prices and the production of goods will be co-ordinated more closely to normal public demands and the emergency should not arise to carry such large unliquidated stocks over a period of stagnation.

"With these factors absent or reduced in degree it should be possible for business men to find ample means for financing their operations and to make their calculations with the definite assurance that the cost of credit will not be prohibitive while the supply may be relied upon to meet all legitimate demands."

## **Belknap Hardware & Manufacturing Company to Build Large Addition.**

The Belknap Hardware & Manufacturing Company, Louisville, Ky., will call for bids at an early date for the erection of its proposed addition, 190x190 feet, estimated to cost about \$400,000. This new building is to be constructed on the former site of the famous Galt House which at one time was one of the great gathering places for lovers of horses.

**Your attention is directed to an exclusive feature of AMERICAN ARTISAN AND HARDWARE RECORD. It has the distinction of being the only publication which gives Western hardware and metal prices corrected weekly. You will find these prices on pages 44 to 94 inclusive.**

# Good Ideas for Window Display

*Practical Lessons from Exhibits in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition. How to Get More Passers-By to Come into Your Store.*

## WINDOW EXHIBIT HELPS SELL HUNTING SUPPLIES.

In the accompanying picture is shown a window display which is remarkable for the effective use made of manufacturers' advertising helps.

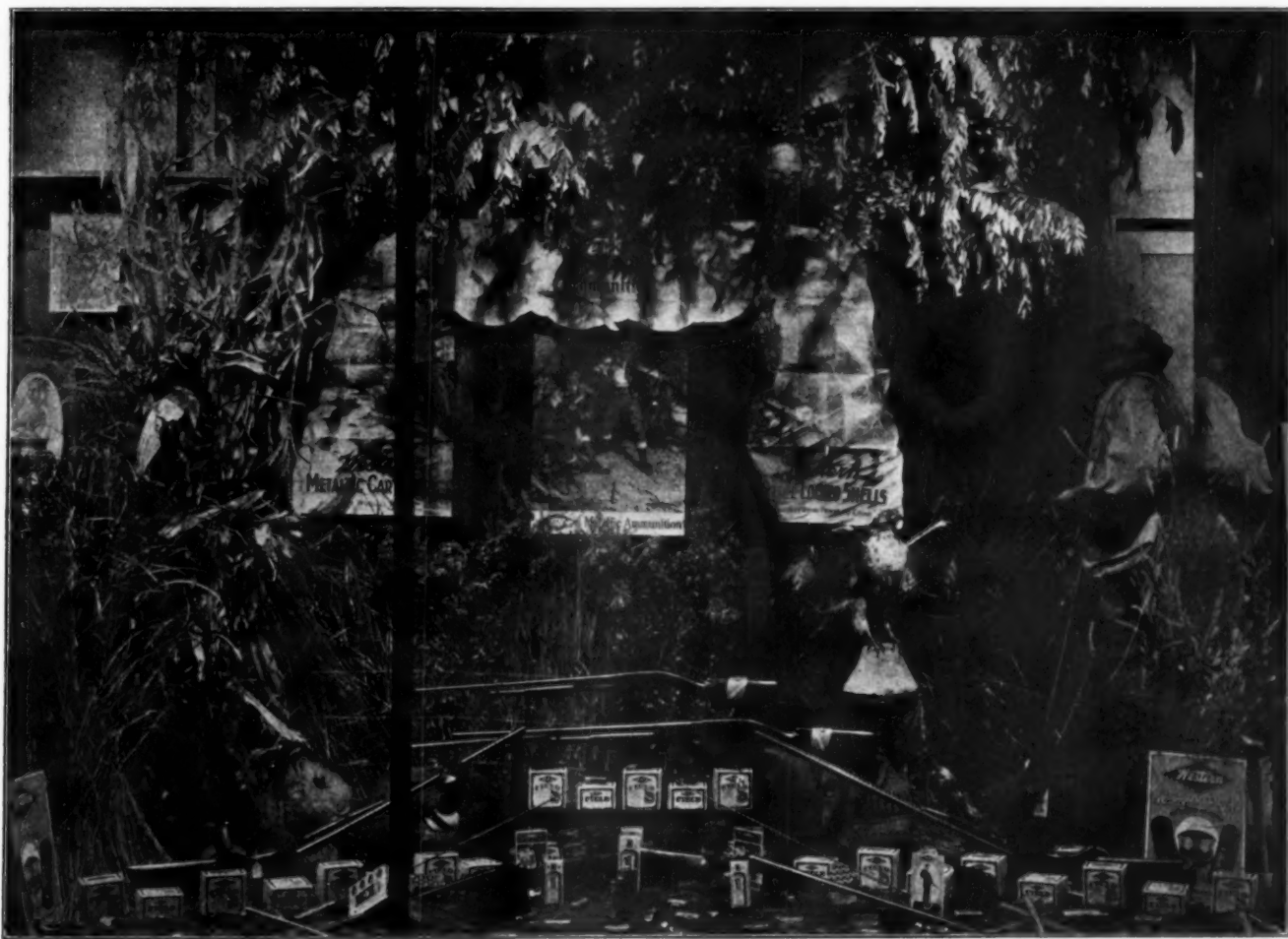
It will be noted that the advertising helps of the manufacturer are used sparingly.

That is to say, the general impression desired to be

ate a desire for hunting, and by inclusion, a desire to purchase hunting supplies.

The designer brings about these results not by presenting an actual hunting scene but by showing things which quicken the association of ideas in which hunting is an essential element.

The floor of the window is covered with green moss, corn shucks, and grass. From the ceiling in the background hang boughs of autumn foliage.



Window Exhibit of Hunting Equipment Arranged by Otto J. Gress for Bunting Hardware Company, 810-12-14 Walnut Street, Kansas City, Missouri. Awarded Honorable Mention in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

produced by the designer, namely, an impression and suggestion of hunting, is not weakened by profuse array of posters and cutouts.

Indeed, it may be said that the advertising helps are merely incidental in the general effect of this hunting window.

The main thing is to identify the trade-mark of the manufacturer and to impress it upon the attention of the observer.

This is adequately done in the window exhibit under discussion.

Manifestly, the purpose of such a display is to cre-

To the left a large mirror is used to give the illusion of a lake with decoys afloat.

This window display attracted a great deal of attention and, in consequence, served to increase the sales of shot guns, ammunition, and other hunting supplies.

Although the arrangement of guns and cartons of loaded shells is more or less conventional, studied by itself, nevertheless it blends into the main suggestions of the display in such a way as to arouse images of the pleasant sport rather than thoughts of dollars and cents in connection with the articles themselves.

This an important detail in the making of window



exhibits. Always the goods must be so connected with the design as to give emphasis to the main theme of the display.

### **Window Display Competition Ends Next Month.**

A verse from one of the older English poets comes to mind in regard to the Window Display Competition now going on under the auspices of AMERICAN ARTISAN AND HARDWARE RECORD.

The verse is worn almost to a frazzle from frequent quotation, but it will bear repetition as a text from which to urge prompt action.

The verse is: "Procrastination is the Thief of Time."

Procrastination is a somewhat unfamiliar word taken from the Latin. It means putting off the doing of things until tomorrow.

Nothing steals away your time more insidiously than the habit of postponing things which ought to be done today.

Without exaggeration, it may be said that participation in the window display competition is certain to make big returns in the form of increased skill and better judgment in window advertising.

If you delay taking part in the present contest until the last few days before its closing date, February 15, 1921, you are likely to do yourself an injustice.

In other words, in that case you will not have enough leisure from the demands of your regular business to concentrate upon a prize-winning window display.

Therefore, you are urged to lose no time in planning, designing, and arranging, the very best window display of which you are capable.

Have photographs taken of it and send a good description to AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

Be on your guard against the thief who steals your time. For when he steals your time, he steals your values, your talent, and your success.

Read the terms and conditions of the contest set forth as follows:

#### **Award of Prizes.**

The prizes will be awarded as follows:

First prize, \$50.00 in cash, for the best photograph and description received of window display of hardware or kindred lines;

Second prize, \$25.00 in cash, for the photograph and description second in merit;

Third prize, \$15.00 in cash, for the photograph and description third in order of excellence;

Fourth prize, \$10.00 in cash, for the photograph and description fourth in degree of worthiness.

#### **Conditions of Competition.**

The conditions of the competition are as follows:

The photograph must be accompanied by descriptions of how the window displays were arranged and the materials used. The description is important and hence should be adequate. These photographs and descriptions may be sent by mail or express, charges prepaid, and must reach this office not later than February 15, 1921. Address all photographs and descriptions to AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, 620 South Michigan Avenue, Chicago, Illinois.

Each photograph and description must be signed by a fictitious name or device and the same name or device must be put in a sealed envelope containing the real name and address of the contestant. This sealed envelope is to be enclosed with the photograph. Contestants are permitted to enter as many photographs of displays as they please.

A Competition Committee of three will be appointed. One of them will be an expert window dresser and one an experienced hardware man. This Committee will pass upon the merits of all photographs and descriptions received, without knowing the names or addresses of the senders, and will decide the winners of the Competition.

AMERICAN ARTISAN AND HARDWARE RECORD reserves the right to publish all photographs and descriptions submitted.

### **General Irby Bennett Goes Into Lumber Business With His Son.**

The many friends of General Irby Bennett will learn with interest that he has resigned from the Winchester Repeating Arms Company, and will go into the lumber business with his son who is the head of the Hooper Bennett Lumber Company, Memphis, Tennessee. He has been with the Winchester Company thirty-seven years.

It is the intention of General Bennett to keep in close



General Irby Bennett.

touch with the hardware jobbers of the country, as he expects to attend all of the big conventions and to retain his position as Permanent Chairman of the Reception Committee of the Southern Hardware Jobbers' Association. He is one of the most widely known members of the Old Guard, an organization of Southern hardware salesmen who have been on the road for more than twenty years.

The fall is a brisk season in the sporting goods trade. Make the most of it.



## January Sales of Housewares Will Help Increase Profit Balance for Month.

*Housekeeping Necessities Are Being Featured Strongly in Chicago Department Store Advertising Now.*

In days gone by many a retail hardware dealer imagined that after the Christmas holiday there was little to do for the next month or so, except for such missionary work as might be done at Farmers' Institutes and similar meetings for spring business.

Nowadays, however, the progressive hardware dealer does not look upon January in that light. On the contrary, he makes this month do its share toward making the profit balance take a running start, and usually he is successful.

One of the best lines of the retail hardware stock to use for this purpose is that of Housewares—the

during the day, and you will be sure to have a good attendance.

For a demonstration of washing machines, offer to do a week's washing for one family, say twice a day, and arrange the exhibition in the window, so that passers-by will be attracted.

Vacuum cleaner demonstrations should, of course, always be made in one of the windows, and you should make certain that rugs, portieres, upholstered furniture and similar articles are provided, so that the appliance can be exhibited in all the various ways for which it can be used to advantage.

### Housewares Reduced to \$1

#### Save on Housewares

Glass Wall Coffee Mills ..... 98c  
Window Ventilator, lets in fresh air without drafts or dust, regularly 89c, at ..... 69c  
Oil Heaters, smokeless and odorless, will heat good sized room, priced now at ..... \$3.69

3 qt. Glass Mixer or Butter Churn ..... 79c  
Galvanized Coal Hods, reinforced bottoms, worth \$1.10, ..... 79c  
Galvanized Window Refrigerator, with shelf, at ..... \$2.39  
2 qt. Aluminum Rice Boiler, special at ..... \$1.29

Rotary galvanized Ash Sifter, at ..... \$3.49  
25 lb. Family Scales, white enameled slanting dial, at ..... \$1.79  
Porcelain White Table Tops, first quality, at ..... \$3.98

Clothes Bars, made of hardwood, ..... 98c  
No. 8 Extra Heavy Wash Boilers, stationary handles, at ..... \$2.98  
30 Gallons U. S. Ash Cans, reinforced bottom, at ..... \$3.89

(Eighth Floor.)




1 qt. Beverage Bottles, patent rubber stoppers, clear crystal glass, direct from the factory; in limit, ..... \$1



Garbage Pail, No. 2, holds 6 1/2 gallons; tight fitting cover, bail handle; very durable ..... \$1



Clothes Basket, imported willow, good size, well made, regularly \$1.69; special at ..... \$1



Sprutex Oil Mop, combination, extra large size Sprutex oil mop, complete with 5 ft. hardwood handle, one large bottle of good grade polish, one American Soap, the set ..... \$1

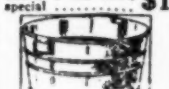


5 gallon Stone Jar, heavy white glazed in and outside; special, one limit ..... \$1

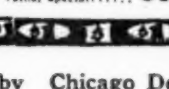
\$1.35 Hand Vacuum Washer, made of extra heavy block tin, 5 ft. handle, complete at ..... \$1  
Laundry Combination Outfit, 1 clothes line reel, ..... \$1



1 50-ft. clothes line, 3 clothes pin bag, including 4 dozen clothes pins and one extra large wash board, 1 set limit, special ..... \$1



Galvanized Wash Tub, size 11x22, made of heavy galvanized steel, iron handles, regular \$1.75 value, special ..... \$1



#### Housewares

17-gallon size heavy galvanized iron ash can, with cover—priced at ..... \$2.29

3-piece aluminum saucepan sets at ..... \$1.49

Large size galvanized wash tubs at ..... \$1.49

Hillman's, Fifth Floor

Clippings of Representative Housewares Offerings by Chicago Department Stores.

thousand and one articles that are used by the housewife in keeping the home spick and span or in producing the food that she serves to her household.

Some stores make these sales of Housewares the occasion for special demonstrations of cooking stoves, of washing machines, vacuum cleaners and other labor saving appliances.

Others go on the principle that the offering of special values on the smaller items of everyday use will serve their purpose better.

Still others make a combination of the two plans, and probably that is really the best system to follow, for by so doing both classes of customers are interested, so that a greater number of prospective buyers are attracted.

For a kitchen range demonstration, arrange with some woman who is well known for her cooking and baking ability. Advertise that fresh biscuits and some sort of roast will be served free at certain intervals

Now for the advertising. Make it a point to have a few real leaders in your merchandise offerings. And don't skimp on the size of your advertisements. It takes a really strong effort to induce people to drive into town on a cold winter day, and the more attractive you make your invitation (your newspaper announcement, we mean) the better results you will have.

Note the three advertisements which are reproduced herewith. They are taken from the announcements of three of the popular priced department stores on State Street, Chicago.

The descriptions are meager, it is true, but the average person who reads them can picture each article in his mind, and the prices quoted are low enough to create interest on the part of the prospective buyer.

Be specific in your offerings. Don't be afraid of quoting definite prices. Your competitor has something else to do than undercutting your advertised price, and even if he does, he stamps himself thereby

as a follower instead of a leader, and if you are on to your job you can easily establish the fact that your price was quoted before he thought of making his low price.

If you deem it advisable run your Sale of Housewares in two sections, one week apart.

For the first section advertise your kitchen range demonstration and make special offerings of cooking utensils.

For the second week, demonstrate washing machines, vacuum cleaners, electric or gas irons, and quote special prices on articles that pertain to keeping the home clean, such as wash tubs, wringers, washboards, brooms, floor polishers, floor oilers, polishing cloths, furniture polish, etc.

There is plenty of work for you in January and you can make your sales account and profit showing look considerably better than it would otherwise be if you follow some such plan as those suggested in the foregoing.

### ***J. R. Gamble Heads New Wholesale Hardware Company Owned by Retailers.***

J. R. Gamble, formerly President of the National Retail Hardware Association, has been chosen President and Chairman of the Executive Committee of the recently organized Southeastern Hardware Corporation, which has established headquarters at Atlanta, Georgia.



**J. R. Gamble, Head of New Wholesale Hardware House.**

The corporation is capitalized at \$200,000. Active operations will be under way early in 1921, according to plans. The number of member firms is expected to increase in the near future to something like 400. Over fifty member firms already are in the fold. The first two hundred stockholders are to be known as charter members.

J. P. Morton, Bessemer, Alabama, is vice-president; G. S. Meserve, St. Augustine, Florida, second vice-president; R. E. Jarman, Jr., Baxley, Georgia, third

vice-president, and O. K. Jones, Sweetwater, Tennessee, fourth vice-president.

The board of directors consists of S. Kendrick Guernsey, Orlando, Florida; H. O. Dowling, Bessemer, Alabama; H. F. Jarrell, La Grange, Georgia, and Hugh C. Ross, Jackson, Tennessee. The executive committee includes J. R. Gamble, chairman; O. K. Jones, R. E. Jarman, Jr., and G. S. Meserve.

Mr. Gamble has been identified with the retail hardware business since 1900, when he bought the store of Charles Landsell, Wetumpka, Alabama. He was the first president of the Southeastern Hardware and Implement Association and served as President of the National Retail Hardware Association in the term of 1917-1918.

The many friends of Mr. Gamble will wish him the fullest possible measure of success in his new undertaking.

### ***Walter M. Taussig Elected Vice-President of American Chain Company.***

Several important changes in the executive personnel have been made by the directors of the American Chain Company, Bridgeport, Connecticut.

Walter M. Taussig, formerly General Sales Manager and Treasurer, has been elected Second Vice-President, a newly created office necessitated by the growing need for another executive to direct the rapid expansion of the company. He will continue to keep his office at Grand Central Terminal, New York. Mr. Taussig has been for many years president of Wiebusch & Hilger, Limited, 106-110 Lafayette street, New York, and still holds this office. He joined the American Chain Company as General Sales Manager and Treasurer, at the time of its reorganization about six years ago.

The office of General Sales Manager has been taken over by A. P. Van Schaick, who has aided Mr. Taussig as Assistant General Sales Manager. Mr. Van Schaick will also be at the New York office and will have complete supervision over all sales.

The duties of Treasurer will be assumed by Wilmot F. Wheeler, Production Manager, located at the plant in Bridgeport.

### ***Executive Committee of Southern Hardware Jobbers to Meet in January at New York.***

The Executive Committee of the Southern Hardware Jobbers' Association will hold an important meeting at New York in January.

### ***Cincinnati Wholesale Hardware Concern Increases Its Capital \$400,000.***

The Kruse & Bahlmann Hardware Company, Cincinnati, Ohio, has been authorized to increase its capitalization from \$300,000 to \$700,000. It is erecting a seven-story building adjacent to its present plant on Pioneer Street, and it is to finance the operations that the additional capital was issued. The new plant will be completed about April 1.



### ***Solves Unusual Problem in Elevator Construction.***

The big freight elevator which is being installed by Kimball Brothers Company, of Council Bluffs, Iowa, in the new Advance-Rumely Threshing Machine Company's building at Fargo, North Dakota, when completed will have a capacity of 26,000 pounds and travel at a speed of 30 feet per minute.

The platform is to be 10 feet wide and 26 feet long, capable of handling the heaviest threshing machines. Completion of this contract will mark the fourth elevator of this type furnished the Advance-Rumely Company in the past year in their various branches at Indianapolis, Peoria, Dallas, Texas, and Fargo, and will also make the tenth elevator furnished this concern by Kimball Brothers Company during the past thirty years.

All of these elevators have a capacity above 25,000 pounds and are used for hoisting heavy threshing machinery.

A very interesting problem was presented in the way of elevator construction in the design of the new elevator which was installed in the Peoria branch for the Advance-Rumely Threshing Machine Company some months ago.

The average capacity which they wished to handle on this elevator did not exceed 14,000 pounds; however, they have in this warehouse a display threshing machine engine weighing in the neighborhood of 27,000 pounds or 28,000 pounds, which they would be required to raise to the second story and stored, perhaps two or three times in the year.

This machine was only used as a demonstrator at tractor shows, etc. The problem was to design a 14,000 pounds elevator which would raise the 28,000 pounds load.

This was accomplished by attaching a clutch to the motor coupling and the machine, back gearing the motor to the worm. In this way the two to one reduction was made in speed and the two to one increase in load to be raised.

The final test of this elevator for capacity was as follows, according to the report of Mr. Blanchard, the branch manager at Peoria, Illinois:

On high speed the elevator raised 18,400 pounds; on low speed the machine raised 29,500 pounds, showing a very favorable reserve margin.

It was necessary, of course, to build a platform heavy enough to take care of the 28,000 pounds when occasion demanded.

The type of construction of these elevators is what is known as "Double Bail" Four Post Machines, in this, that they have a bail at each end of the platform and a direct hoist from machine to each bail.

There are four steel posts on which the car travels, one at each corner. This not only equalizes the load, but enables the platform of from 26 to 32 feet to be very thoroughly braced.

There has been considerable discussion with reference to the four post type of construction and it has been criticized greatly by some elevator manufacturers, because the safety catch was not perfected to catch all four corners at the same time, making the platform

hang level in the event of the cables breaking or a machine running away.

Kimball Brothers Company conducted a drop test on a four post elevator for the J. I. Case Company, Racine, Wisconsin. The elevator had a capacity of 16,000 pounds; the test was made with 10,715 pounds in the presence of the Industrial Commission in the State of Wisconsin.

The cables were cut and according to the exact record received from the commission, let the elevator drop 5 feet 9 inches and the safties caught perfectly, leaving the car in good repair and practically in a level position.

The test was satisfactory to the commission in every respect and they approved this new type of safety catch which we use for four post jobs.

This was an actual test under working conditions and all goes to demonstrate that this Company has not only perfected a safety catch which will function properly in these circumstances, but has put it to the iron test by actually cutting all cables and allowing the car to drop.

### ***Explains Way to Prevent Frosting of Windows.***

One of the questions uppermost in the mind of the retail dealer at the present time is the problem of keeping his store windows from freezing up.

Unless some preventative measures are taken, frost will form on the plate glass and completely obscure the articles in the window from the view of passers-by.

This means a loss to the merchant; a more serious loss than he may at first be inclined to think.

A window whitened with frost has absolutely no selling power, and people enter the store only when they have some definite need.

The loss can be measured by the use that the dealer makes of his store windows under normal conditions; but there will always be some loss, even for the most negligent in the matter of display.

It is a well-known fact that the frost is caused by the difference in temperature on the two sides of the glass. Moisture forms on the surface and this gradually freezes.

There are a number of devices adopted by certain dealers with more or less success.

Small openings above and below the plate glass serve to keep the atmosphere on both sides partially equalized, and thus prevent frosting to some extent.

There are disadvantages, however, which make this expedient inadvisable in many cases.

Another plan is to insert close to the window bottom a gas jet perforated with small holes an inch or so apart.

When lighted the jets prevent the moisture from solidifying on the inside of the window.

This method is an expensive one and never absolutely successful.

In severe weather the upper part of the window will frost over and the glass will, of course, be found frozen up every morning.



The following advice is from the experience of a Canadian hardware dealer:

"There are only two successful methods. One is very expensive and the other just the opposite—very cheap.

"The former is by agitating the air in the window with the electric fan, which, as can be seen, is an expensive method.

"The best way is by the 'absorption method.' This is just removing the moisture from the air.

"This can be done with two inexpensive chemicals.

"The following is the formula, which can be made up by any person carefully following the simple directions.

"Calcium chloride, 10 pounds. (Not chloride of lime.)

"Zinc chloride, 1 pound.

"Place in a granite kettle on a hot stove and stir frequently for about an hour, or until it begins to stiffen, but is still thin enough to pour.

"In another room, which must be a thoroughly dry, place eight or ten sheet-iron baking pans.

"Pour the mixture into the pans to a depth of about  $\frac{1}{4}$  inch, and allow to cool.

"When it has set sufficiently, take a sharp knife and cut into small cubes of about  $\frac{1}{4}$  inch in size.

"Loosen the compound from the pan and pass through a coarse sieve, breaking the large pieces with a hammer.

"This should be done before the compound is quite hard.

"Fill 16 ounce tins half full. Place covers on and seal apertures with paraffine wax until needed.

"When needed, remove cover and place box in window, or where the steam or cold moist air is.

"In from twelve to sixty hours, depending on the size of the window, the can will have absorbed all the moisture from the air.

"Then place the can on a hot stove, loosely covered, and evaporate the water until the compound is completely dry, when it will be ready for use again.

"It can be used over and over again, many times. It will require from three to four cans for each good sized window."

#### **Keating Sales Company Moves to Larger Quarters.**

In order to acquire more space for its constantly expanding business, the Keating Sales Company has secured more commodious quarters at 306-308 Olive street, St. Louis, Missouri, to which its business is to be moved January 1, 1921, from the old address, 316 North Sixth street, St. Louis.

#### **War Claims Board Settles at Less Than Fifteen Per Cent.**

Between June 30 and November 21, 1920, 1,796 claims against the war department were settled by the war department claims board, leaving only 604 claims outstanding on November 1. The report of the board states that from June 30 to November 1 the board paid out \$38,433,000 on claims aggregating \$268,721,000, making the net saving \$229,278,000. The

board claims that it has settled at the rate of 14.3 cents on the dollar. It says further: "The total net savings effected by final payments approved from canceling outstanding obligations of contracts and claims settled from January 1, 1918, to November 1, 1920, was \$2,912,465,898.85, and the amount approved for payment in partial and final settlement \$473,415,993.94."

#### **Purchases Another Foundry.**

E. C. Stearns and Company, hardware manufacturers, Syracuse, New York, have just purchased another foundry, known as the Old Economy Foundry Plant, situated at the corner of West Belden Avenue and Sand Street, Syracuse.

The foundry property has 270 feet frontage on West Belden Avenue and a depth of 203 feet on Sand Street. It extends to the West Shore tracks, giving adequate railroad facilities.

This foundry will be utilized for the Company's heavy or floor work, generally speaking, while foundry No. 1, in connection with the Company's plant at Adams and Oneida Streets, Syracuse, will be confined almost exclusively to light or snap flask work.

#### **Frederic Iver Johnson a Victim of Heart Trouble.**

Frederic Iver Johnson, son of the founder of the Iver Johnson Arms & Cycle Works, Fitchburg, Massachusetts, and who succeeded his father as President of that corporation, died recently at his home in that city of heart trouble. In recent years he was interested in the manufacture of pneumatic tires and piano players. Mr. Johnson was born in Worcester, Massachusetts, October 2, 1871.

#### **Trade Opportunities in Foreign Lands.**

The Bureau of Foreign and Domestic Commerce through its Special Agents, Consular Officers and Commercial Attachés, is receiving information of opportunities to sell hardware and kindred lines in several foreign countries. Names and locations will be supplied on request to the Bureau in Washington or its District Offices. Such requests should be made on separate sheets for each opportunity, stating the number as given herewith:

34208.—A commission agent in India desires to secure an agency for the sale of hardware, bicycles, etc. Quotations should be given c. i. f. Indian port. Terms: 30 days payment against documents through any exchange bank. References.

34213.—A commercial agent from Australia is in the United States, and desires to secure an agency for the sale of hardware, enamelware, household utensils, etc. Reference.

34214.—A merchant from the Netherlands who has an established office in the United States desires to secure an agency for the sale in Far Eastern countries and Holland of agricultural implements and plantation supplies. References.

#### **Coming Conventions.**

Texas Hardware and Implement Association, Adolphus Hotel, Dallas, Texas, January 18, 19, and 20, 1921. A. M. Cox, Secretary, 1808 Main Street, Dallas, Texas.

Western Retail Implement Vehicle and Hardware Association, Kansas City, January 18, 19 and 20, 1921. H. J. Hodge, Secretary, Abilene, Kansas.

Pacific Northwest Hardware and Implement Association, Seattle, Washington, January 18, 19, 20 and 21, 1921. E. E.

Lucas, Secretary, Hutton Building, Spokane, Washington.  
Missouri Retail Hardware Association, Planters Hotel, St. Louis, Missouri, January 25, 26 and 27, 1921. F. X. erer, Secretary, 5106 North Broadway, St. Louis, Missouri. Becherer, Secretary, 5106 North Broadway, St. Louis, Missouri.

Mountain States Hardware and Implement Association, Brown Palace Hotel, Denver, Colorado, January 25, 26, 27, 1921. W. W. McAllister, Secretary-Treasurer, Boulder, Colorado.

Indiana Retail Hardware Association, Athenaeum Hall, Indianapolis, Indiana, January 25, 26, 27 and 28, 1921. G. F. Sheedy, Secretary, Argos, Indiana.

Oregon Retail Hardware and Implement Dealers' Association, Portland, Oregon, January 25, 26, 27 and 28, 1921. E. E. Lucas, Secretary, Hutton Building, Spokane, Washington.

Kentucky Hardware and Implement Dealers' Association, Louisville, Kentucky, January 25, 26, 27 and 28, 1921. J. M. Stone, Secretary, Sturgis, Kentucky.

American Society of Heating and Ventilating Engineers, Philadelphia, Pennsylvania, January 27, 27 and 28, 1921. Casin W. Obert, Secretary, 29 West 39th Street, New York City.

West Virginia Retail Hardware Dealers' Association, Huntington, West Virginia, February 1, 2, 3, 1921. James B. Carson, Secretary-Treasurer, Dayton, Ohio.

Nebraska Retail Hardware Association, Hotel Rome, Omaha, Nebraska, February 1, 2, 3 and 4, 1921. George H. Dietz, Secretary, Lincoln, Nebraska.

Sheet Metal Contractors' Association of Indiana, February 2, 3 and 4, 1921, Indianapolis, Indiana. Ralph R. Reeder, Secretary, 314 East Sixteenth Street, Indianapolis, Indiana.

Wisconsin Retail Hardware Association, Milwaukee, Wisconsin, February 2, 3 and 4, 1921. P. J. Jacobs, Secretary, Stevens Point, Wisconsin.

Oklahoma Hardware and Implement Association, Oklahoma City, February 8, 9 and 10, 1921. W. B. Porch, Secretary-Treasurer, Oklahoma City, Oklahoma.

The Michigan Retail Hardware Association, Grand Rapids, Michigan, February 8, 9, 10 and 11, 1921. Arthur J. Scott, Secretary, Marine City, Michigan.

North Dakota Retail Hardware Association, Fargo, North Dakota, February 8, 9, 10 and 11, 1921. C. N. Barnes, Secretary, Grand Forks, North Dakota.

Pennsylvania and Atlantic Seaboard Hardware Association, Incorporated, Convention and Exhibition, Philadelphia Commercial Museum, Philadelphia, February 8, 9, 10, 11, 1921. Sharon E. Jones, Secretary, 1314 Fulton Building, Pittsburgh.

Illinois Retail Hardware Association, Hotel Sherman, Chicago, Illinois, February 15, 16 and 17, 1921. Leon D. Nish, Secretary, Elgin, Illinois.

California Retail Hardware and Implement Association, San Francisco, California, February 15, 16 and 17, 1921. LeRoy Smith, Secretary, 112 Market Street, San Francisco, California.

Minnesota Retail Hardware Association, St. Paul Auditorium, St. Paul, Minnesota, February 15, 16, 17, 18, 1921. H. O. Roberts, Secretary, Metropolitan Life Building, Minneapolis, Minnesota.

Ohio Hardware Association, Columbus, Ohio, February 15, 16, 17 and 18, 1921. Hotel Headquarters, Deshler Hotel, Exhibition in Memorial Hall. James B. Carson, Secretary, Dayton, Ohio.

New England Hardware Dealers' Association, Mechanics' Building, Boston, Massachusetts, February 21, 22 and 23, 1921. George A. Fiel, Secretary, 10 High Street, Boston, Massachusetts.

Michigan Sheet Metal Contractors' Association, Hotel Durant, Flint, Michigan, February 22, 23 and 24, 1921. F. E. Ederle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Iowa Retail Hardware Association, Savery Hotel, Des Moines, Iowa, February 22, 23, 24 and 25, 1921. A. R. Sale, Secretary-Treasurer, Mason City, Iowa.

New York State Retail Hardware Association, Rochester, New York, February 22, 23, 24 and 25, 1921. John B. Foley, Secretary, 607 City Bank Building, Syracuse, New York.

South Dakota Retail Hardware Association, Sioux Falls, South Dakota, February 22, 23, 24, 25, 1921. H. O. Roberts, Secretary, Metropolitan Life Building, Minneapolis, Minnesota.

National Warm Air Heating and Ventilating Association, Cleveland, Ohio, April 19 and 20, 1921. Allen W. Williams, Secretary, Columbia Building, Columbus, Ohio.

Western Warm Air Furnace and Supply Association, Sioux City, Iowa, May, 1921. John M. Hussie, Secretary, Omaha, Nebraska.

Panhandle Hardware and Implement Association, Amarillo, Texas, May 8, 9 and 10, 1921. Troy Thompson, Secretary-Treasurer, Dalhart, Texas.

Hardware Association of the Carolinas, Charlotte, North Carolina, May 10, 11, 12 and 13, 1921. T. W. Dixon, Secretary-Treasurer, Charlotte, North Carolina.

Southeastern Retail Hardware and Implement Association

(composed of Alabama, Florida, Georgia and Tennessee), Atlanta, Georgia, May 17, 18, 19 and 20, 1921. Walter Harlan, Secretary, 701 Grand Theater Building, Atlanta, Georgia.

Sheet Metal Contractors' Association of Ohio, Hotel Gibbons, Dayton, Ohio, July 19, 20, and 21, 1920. William J. Kaiser, Secretary, 123 East Chestnut Street, Columbus, Ohio.

Southern Stove Manufacturers' Association, Hotel Seelbach, Louisville, Kentucky, March 1, 1920. W. H. Cloud, Secretary, 216 Glendora Avenue, Louisville, Kentucky.

## Retail Hardware Doings.

### Indiana.

William Tecklenbury sold his interest in the Carlinville Hardware Company at Carlinville to Gus Wetzel.

### Iowa.

Glen Garner has purchased the implement store of H. Davenport at New Sharen and will soon take possession.

C. A. Sietmann is making extensive improvements to the building he recently purchased at Marshalltown. He will soon move his stock of hardware to the new location.

C. P. Grimme has moved his tinshop to the new location, 604 West Main Street, Anamosa, where he has established permanent quarters for residence and shop.

W. H. Hutchinson sold his interest in the hardware business at Manchester to Henry Pettlon.

### Kansas.

The Hansen Hardware Company is having a closing out sale of their entire stock of hardware at Bentley.

### Michigan.

Hall Hardware Company has been incorporated with a capital stock of \$25,000 at Detroit. Incorporators are James H. Hall, Rose M. Hall, and E. G. Clifford.

Elmer Bremer sold his hardware store to D. G. Dyer, at Montgomery.

### Minnesota.

S. E. Vandevanter sold his interest in the Gramer Hardware Company at Princeton to the other partners.

Frank Pokladnik purchased the interest of his partner, August Trends, in the hardware business at Foley.

### Nebraska.

G. Rex Huen of Lynch, who has been in the hardware and implement business for the past year, has just filed application to incorporate January, 1921. The firm will be known as the Huen Hardware and Implement Company, Incorporated, and its capital will be \$35,000.

John Nutt has sold his hardware business at Marion and moved back to Amoret, Missouri.

Charles L. Russell has sold his hardware store at Tilden to a real estate man in Neligh.

### North Dakota.

L. T. Jacobson opened a hardware business at Coteau.

R. F. Donohower sold his hardware store at Lidgerwood to S. J. Livingwood.

### Oklahoma.

The Altus Hardware store has been opened up for business at Kremlin.

The Tinsley Hardware Company of Baxter Springs is opening a hardware store in Picher, having leased the corner room of the building formerly occupied by the Comba garage. O. B. Tinsley will manage the Picher business.

J. O. Price Hardware and Implement Company, has been incorporated with a capital of \$5,000 at Checotah by J. O. and B. A. Price, and A. J. Martin.

### Texas.

The Labney Hardware and Furniture Company is having a closing out sale of its entire stock of hardware and furniture at Stephenville.

The E. L. Wilson Hardware Company will open a branch house in Tampico.

Messrs. George and Carrol Montgomery have purchased the building which has been occupied by T. M. Vaughn, and are putting in a hardware and undertaking business at Frisco.

A deal was recently transacted whereby Gragard Brothers Hardware Company sold their two story brick building at Jacksonville to S. E. Jones, for \$17,000.

Fort White Fox Company have changed their firm name to Fox Hardware Company at Dalhart.

### Wisconsin.

Joe Petters sold his hardware store at Montfort to McNett Brothers.

Carl F. Krueger will conduct a hardware store in the building at 208 Main Street, Menasha, after January 1st.

### Wyoming.

C. W. Taubert has sold a half interest in his hardware store at Fort Laramie to O. H. Graham.



# Advertising Help and Comment

*Send Us Copies of Your Advertisements. Let Us Help You Get Bigger Results by Advice and Suggestions. The Service Is Free. Don't Hesitate to Take Advantage of It.*

The picture at the top of the Flanegin Hardware Company advertisement reproduced herewith



**Health—Comfort—Economy**

Safeguard the health of your family—keep your home always warm and cozy with

**COLE'S**  
ORIGINAL  
HOT BLAST HEATER

Gives even steady heat day and night. Guaranteed to hold fire 36 hours, and will burn any fuel.

Remember, this is the Original Hot Blast heater—guaranteed to save one-third your fuel. There are many imitations, but only one Cole's Original Hot Blast.

Come in today while our stock is complete.

**Flanegin Hardware Co.**  
110 MARKET STREET. PHONE 111.

from the *Pharos-Tribune*, Logansport, Indiana, is inviting.

Health, comfort, and economy are three powerful factors of happiness in the home.

The transition from the picture of these pleasing ideas to the means for carrying them out in warm and cozy surroundings is easy and natural.

The opening theme of the advertisement is convincingly, yet briefly, developed and the words immediately following explain Cole's Original Hot Blast Heater.

The theme is further expressed in the assurance that this heater gives even, steady heat day and night and is guaranteed to hold fire thirty-six hours and to burn any fuel.

It will be noted in the makeup of this advertisement that there is no heavy accenting of words in broad black type.

The style of letters used is such as to maintain artistic harmony throughout the text.

Manifestly, this preserves the unity of the composition and delivers its message quietly, clearly, and convincingly.

\* \* \*

Although a sufficient variety of specials is mentioned in the advertisement of James Barrett reproduced herewith in its original size from *The Daily Democrat*, Doylestown, Pennsylvania, the copy is not distinctive enough.

In the first place, it is not advisable from the angle of easy reading to use all capital letters in the setting forth of the articles.

It will be noticed that there is not a single mention of prices anywhere in the copy.

Now, as a matter of fact, people want to know what things are going to cost them.



## James Barrett

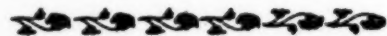
AT THE OLD STAND  
HARDWARES, PAINTS, GLASS,  
ETC.

### SPECIALS

HORSE BLANKETS  
PERFECTION OIL HEATERS  
UNIVERSAL LUNCH BOXES  
SLEDs AND SKATES  
AMERICAN AUTO TIRES AND  
TUBES  
STEWART AND LIBERTY SPOT  
LIGHTS  
MOSSBERG WRENCHES  
AUTO PUMPS, JACKS  
and GENERAL SUPPLIES

Main and Ashland Streets  
DOYLESTOWN, PA.

Both Phones



They feel more kindly disposed toward the merchant who tells them just what the things are selling for in his store.

\* \* \*

A descriptive business card is the advertisement of Shive's Hardware Store, which is herewith reprinted from the *Daily Democrat*, Doylestown, Pennsylvania.

It mentions the chief commodities in demand during the season

in which the copy was published, and invites inspection of the goods at Shive's Hardware Store.

This kind of publicity is useful as a source of information to the prospective buyer.

**This Is The Season for**

OIL HEATERS	GUN SHELLS
AUTO ROBES	GUNS AND RIFLES
TIMOTHY SEED	COATS AND LEGGINGS
FODDER YARN	ALUMINUM WARE

**Look them over at**  
**Shive's Hardware**  
Phone, 3 J DOYLESTOWN, PA.

It lets them know where the things can be had.

But it does not clinch the sales.

\* \* \*

### You Owe a Duty of Truth to Your Community.

You owe a duty of truth to your community in maintaining the integrity of advertising.

It is not a stretch of imagination to say that a national advertiser in a city two thousand miles away from a local retail advertiser can undermine the confidence in advertising of the people in the retailer's community who read the national advertiser's copy in some magazine with circulation in that community.

### Use Enough White Space.

If you want to attract attention, don't crowd the field of vision.

That is to say, don't put so many things in your advertisement that no particular item is perceived at the first glance.

In reading advertisements people pass hurriedly from one to another unless there is enough contrast to arouse their curiosity.

The simplest and most effective device for arresting the roving eye of the reader is plenty of white space in the advertisement to make the words or pictures stand out sharply by comparison with the surrounding area.



# Warm Air Heating and Ventilating

*Better Installations. How to Sell More Warm Air Heaters.  
Reports of Progress in Warm Air Heater Research Work.  
Ventilating Factories, Garages, Theaters, and Houses.*

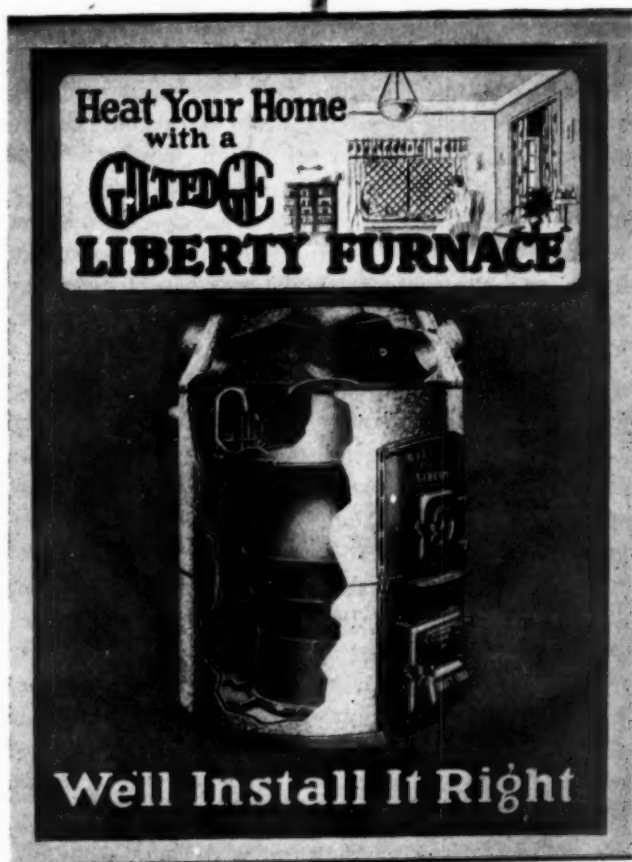
## GILT EDGE FOLKS ISSUE A NEW FURNACE CATALOGUE.

Not only artistic in type and illustration but highly instructive, as well, is the latest furnace catalogue of R. J. Schwab and Sons Company, Milwaukee, Wisconsin.

The catalogue features Gilt Edge furnaces. It is printed in big type that is easy to read.

The illustrations are uncommonly well selected with a view to giving a clear idea of the principal advantages of the Gilt Edge line of furnaces.

An excellent treatise on heating and ventilation occupies the opening pages.



Gilt Edge Poster Supplied to Dealers by R. J. Schwab and Sons Company, Milwaukee, Wisconsin.

In this treatise comparison is made between the system of taking cold air from outside the dwelling and the more recent system—approved by Government experts—of having the cold air intake inside the house.

This new catalogue is an exceptionally good example of printed salesmanship. The dealer can use it for his own instruction, and for advertising purposes as well.

R. J. Schwab and Sons Company make special efforts to assist dealers in resultful publicity.

In addition to the catalogue mentioned, a new poster, shown in the accompanying illustration, is also issued by this company as an advertising help for its dealers.

## Warm Air Heater Installer Makes Good Use of Christmas Spirit to Boost Business.

Ig. Koerner & Son operate a hardware store, a sheet metal shop and a warm air heater installation department in DuQuoin, Illinois.

They believe in maintaining more than ordinarily good relations with their customers, and make good use of circular letters to that purpose, such as the Christmas greeting contained in the following:

DEAR FRIEND:

Good morning—Merry Christmas!

We asked our Uncle Sam to deliver to you our wish that this may be the happiest Christmas you have ever known.

Remember the Christmas of our school days—with oranges, nuts, candies, toys and songs? We accepted those enjoyments with the spirit of youth but seldom thought of the achievements of man that add so much to our happiness.

In those days on Christmas morning we got up in frigid rooms and built fires in stoves or fireplaces, but now we may have a CaloriC Pipeless Furnace which will circulate its genial, cheery warmth in every room, not only on Christmas day but throughout the long cold months of winter.

Those who have a CaloriC have one more thing to be thankful for this Christmas; and those who have not may look forward to the time when this great convenience and economizer will make the whole year for them a Christmas of delight.

Yes, the world's a mighty good place to live in after all. We are glad we are here and that the pleasure is ours to wish you

"A Merry Christmas and a Happy New Year."

IG. KOERNER & SON,

Headquarters for CaloriC Happiness.

DuQuoin, Illinois, Christmas, 1920.

## Dealers and Installers Should Meet More Frequently.

The annual conventions, both state and national, of associations in which warm air heater dealers and installers hold membership are, undoubtedly, of great advantage to those who attend them.

But such meetings are not sufficient. Dealers and installers should meet more frequently for the exchange of experience, ideas, and technical knowledge.

"It would be a great advantage to form dealers into local associations for the study of furnace installation. Furnace salesmen having practical experience would then meet with such associations and discuss their problems with them."

## *Western Warm Air Furnace and Supply Association Holds Annual Meeting in Chicago.*

*Approved Code Will Be Used as Model for City Ordinances and State Laws Covering Installation of Warm Air Heating Apparatus.*

The Western Warm Air Furnace and Supply Association which is composed of manufacturers and wholesalers of warm air furnaces and supplies in the central western states, held its annual meeting Wednesday, December 22nd, at Hotel Sherman, Chicago, with a good attendance.

The two sessions—one starting at 10 a. m., and the other at 2 p. m.—were fully occupied with important

today we are facing the very opposite of conditions that prevailed at the beginning of the year.

"The past five years have been what is termed a seller's market. The next few months, at least, will be a buyers' market and we, as manufacturers and jobbers, must face these conditions. For this reason, in my estimation, there is more need of organization now than ever before, for a few months at least.

"I believe we can all take care of all the business we can get; therefore, there may be some manufacturers and jobbers inclined to make concessions, trying to get more business, and may not feel quite so independent about terms and prices. I have every hope that none of our members will be guilty of making special concessions without first taking such concessions up with their chief competitors, who are members of our Association. We all know we have within our territory a few firms, who have their own terms, and because of, we believe, inferior products, insist on keeping about 5 per cent below the regular prices, which we must admit, sometimes makes our salesmen write long letters about the conditions. In most of these cases, we know that the goods on which such quotations are made, are inferior, and the customer will know after one order that he has been stung, however slow he is to admit it.

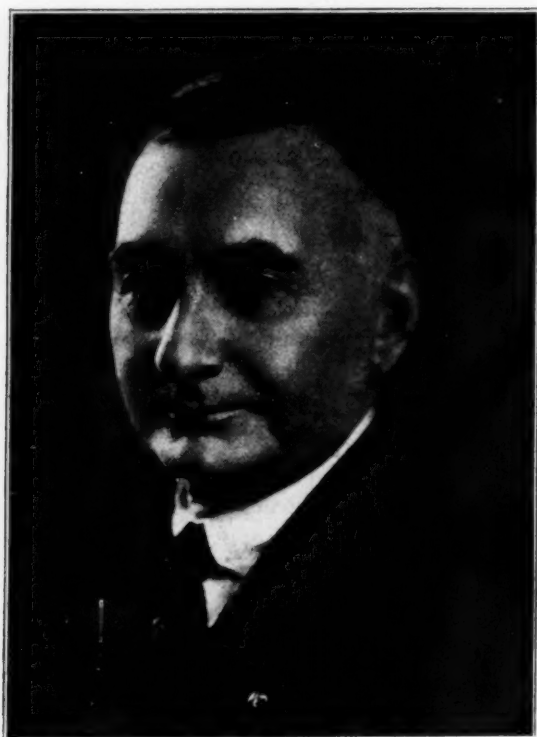
"I believe in the coming year this Association should meet at least every four months, because I personally believe, meeting your competitor face to face, talking over conditions, and the fellowship in these meetings, do more good than any other part of our work and is worth much more than the cost of membership in this organization.

"Personally, I believe this organization should adopt the policy of guaranteeing the prices of their furnaces against their own decline until October 1, 1921. By so doing, I believe we can help to stabilize business during the year. I understand that the manufacturers of registers have adopted this plan, and while I have not been so informed, I believe it is the policy of the pipe manufacturers to follow along similar lines.

"It required little effort to get the business during the period of reckless spending and profiteering that followed the great war—but with the return of a 'buyers' market' and the gradual readjustment which is now going on, the acid test is going to be applied to men of business in the year 1921.

"The old fight for supremacy will be renewed; competition and opposition will stand out as the two great problems for the solution of every go-getter—and the fellow who gets the business is going to be the one who recognizes the importance of hard work and alert mentality and meets each day's problems with a punch.

"Fundamentally, our country is sound and secure—both agriculture and industry are strong and ample to meet the great contest of trade—but every business



F. L. Nesbit, Retiring President.

reports and discussions, and President F. L. Nesbit kept things moving at a rapid rate, so that there was no time wasted.

After the roll call, President Nesbit read his annual address, as follows:

### **Annual Address of President Nesbit.**

"The year 1920, just closing, will in my estimation, show in the records of all manufacturers and jobbers of warm air heaters and accessories, the most unique conditions that have ever existed, caused principally by the inefficiency of labor of all kinds; the inefficiency of the railroad companies to furnish cars, motor power, etc., together with the switchmen's strike early in the summer, have all played their parts and contributed to the records referred to.

"With practically all manufacturers having more orders on their books than they could possibly take care of, every dealer asking for prompt shipment, all during the first nine months of the year, suddenly we realize a money shortage in the middle-west. The heating business, with all other business almost quit, and



deal is going to be a tug-of-war, in which it will be the survival of the fittest.

"As in all great contests of the past, the weak will surrender or fall by the wayside—while the strong and courageous will forge ahead.

"Are you prepared for the great commercial struggle—are you going into the combat with a determined mind and the self confidence of a conqueror—are you going to maintain and improve the records you established when the business was coming easy—are you going to hold and strengthen your position in the world of commerce?

"These are questions every salesman and every business institution must consider.

"For you and this Association there is but one answer.

"We must continue the onward march of progress—and our fighting spirit should welcome the opportunity to enter the great battle.

"We will enjoy an equal advantage with every contestant—and if we fail to get our share of the business we will have no one to blame but ourselves.

"No man or firm should ask an advantage that he has not the brains and ability to create through his own efforts—and it is up to every live wire to analyze his field, study himself and get the vision of what the future holds for those who will earnestly strive for a goal.

"Look over the pages of your past—what progress have you made—what mistakes have you made?

"No matter what has happened—today, opportunity is reborn.

"With each new sunrise comes a new chance—each morning the gong sounds for a fresh start—every hour of every day and each minute of every working hour opportunity beckons the go-getter toward his goal.

"The contest is now on—dig in, wade through and plow straight ahead—for your best efforts constantly applied will keep you abreast of the leaders, where you belong.

"I want to call your attention to the work done by Mr. Dodd as Chairman of the Legislative Committee. He has laid the foundation for real legislative work that this organization should continue and push through some of the legislatures at once. His report will undoubtedly cover this matter in full.

"In closing I wish to thank the Executive Committee, the officers and the members of this Association for the hearty support given me during the past year. I also wish to thank the members, who have prepared and given us such able addresses at our meetings. I believe the meetings of this Association have far more enthusiasm than those of any other similar organization that I have ever attended.

"I especially want to thank our ever-ready and efficient Secretary for his support and work that he has done and who has been ever ready to give any assistance possible.

"Wishing each and every member of this Association a Merry Christmas and a Happy and Prosperous New Year for 1921."

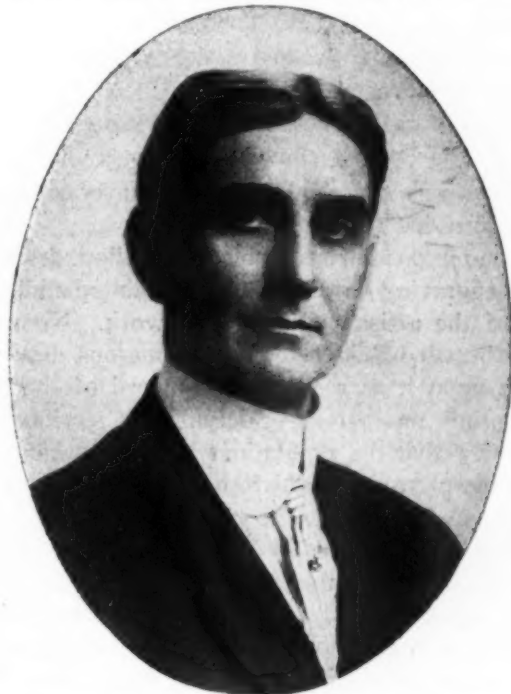
Secretary John H. Hussie followed with his annual report, which showed that the Association had been

very active during the year and that its affairs were in excellent shape.

Treasurer J. B. Fehlig's report, having been duly audited, was read next, a small working balance being shown, the largest individual expenditure being that for the Legislative Committee.

Both reports were approved and appreciation of the work of these two officers was shown by a rising vote of thanks.

E. J. Dodd, Sioux City, Chairman of the Legislative Committee, rendered a lengthy report, the chief feature of which was an Installation Code which was



John H. Hussie, Re-elected Secretary.

considered paragraph by paragraph in the afternoon session and approved by the Association as a model for city ordinances and state laws for the installation of warm air heating apparatus. It follows closely the Omaha ordinance which was enacted several years ago, with such changes as experience has proved to be advisable.

Mr. Dodd called attention to the work which the committee had done in connection with the fight in Minneapolis, Minnesota, to have the Building Ordinance Amendment permit the use of warm air heating apparatus in garages, but suggested that E. L. Jaines, President of the Northwestern Furnace and Supply Company, of that city, explain in detail just what has been accomplished and how the result had been obtained. The thanks of the Association were expressed to Mr. Dodd and his committee by a rising vote of thanks.

Mr. Jaines was then called upon to tell of the Minneapolis fight, the particulars of which will be given in our issue of January 8, 1921.

Some very interesting blue prints were also shown and explained by Mr. Jaines, pertaining to the use of warm air heating and ventilating apparatus in large factory buildings and garages, showing that for actual results obtained, such apparatus is far ahead of any other heating system, not only in first cost, but also in economy of fuel consumption and in the matter of renewal of air supply and comfort to the employees.

In the afternoon session, R. W. Menk, Installation Engineer of the Excelsior Steel Furnace Company, read a paper on "Warm Air Furnace Installation" in which he suggested the organization of an association of installers, the principal object of which would be the improvement in this important work.

Mr. Menk spoke as follows:

**Address of R. W. Menk.**

"He nearly tamed a chipmunk,  
He nearly stunned an owl,  
He nearly saw a Polar bear,  
He nearly heard him growl.

"He nearly walked a dozen miles,  
He very nearly hit  
The eagle's nest he nearly saw,  
He nearly climbed to it.

"Is not that about the way with the average furnace installation—it's nearly it?"

"Stone masons for centuries have followed the custom of engraving on the walls of a public building the name of the artisan who did the work. No master builder imposed this custom. The masons themselves insisted upon it as a permanent record of the artist. The masons took great pride in their workmanship. They knew that the reputations of the workmen suffered if a structure on which they were known to have worked bared defects to the gaze of the world, so they said, 'Let each man cut his own name in that part of the wall which he builds.' Then if his work be good and honest, the world will give him credit and if his work be bad and dishonest, the world will know upon whom to put the blame and so on down through the ages each stone mason's work has stood as an enduring monument of his workmanship and character.

"Some years ago The National Warm Air Heating and Ventilating Association designed, adopted and approved an emblem or trade-mark. It was to be an emblem by which the world would know that its appearance on a warm air furnace stood for quality and satisfaction. It was to serve as a guide to purchasers of furnaces. It was to serve also as a guard against the manufacturer who was unwilling to cooperate towards improvements. This emblem was to separate the good from the bad, the chaff from the wheat. It was given prominence on furnaces. On beautiful enameled signs it was hung on the fronts of establishments thus to distinguish the merchant as progressive, a dealer in dependable merchandise. It was intended to back up the large advertisements in newspapers, journals, and magazines. This emblem was made in many sizes and printed in beautiful catalogs, and on elaborately illustrated cards, folders and pamphlets. How nearly have we missed its good intentions? How have we guarded our good names? How have we lived up to this stamp of approval? Well, I must say, 'nearly.'

"Many manufacturers even today seem to think their obligations are fulfilled when they have attached the shipping tags and forwarded the invoice with bill of lading. But this is only a portion of the obligation for unless the operation of the furnace meets the approval of its owner the manufacturer has failed to keep faith and the owner will lose faith in the manu-

facturer who made it, and also in the dealer who sold it to him. Consequently it is an obligation on the part of the manufacturer either to direct the installation of his products or to sell them to only those dealers who have the ability properly to install them and who see to it that they are properly installed. 'Nearly' is not good enough. The time is right here now and this young, live, progressive organization can take the steps that will wipe out this word 'nearly,' and carve their names on the walls of good furnace installations by adopting a policy that I will be glad to suggest—one that will be forceful, but not harsh or inconvenient and one that I am sure will meet the approval of this progressive association. But before doing so I wish to mention a few things about installations. I believe that the word 'nearly' fits the present furnace installation situation exactly.

"I am satisfied that progress in furnace installations has been made in the past few years and am satisfied that the features still misunderstood can be ironed out. The one big objection to furnace heating that must be corrected and corrected quickly is to avoid the dust and dirt; and it's such a simple detail, too. There must be greater attention given to the mounting of furnace fronts especially to seeing that furnace bases are made dust tight and that casings and all cold air connections are free from leaks. Certainly, no one will disagree with me on that feature. Well, then, let's tell the furnace installers and keep telling them and tell the world if necessary, in order to overcome this big menace.

"The next feature that deserves attention is the cold air return. I am a strong believer in having several returns from various parts of the house and am utterly opposed to the use of outside air supply, except in cases of schools or where large numbers are assembled for extended periods, in which case ventilation is also necessary. Even the average church does not need outside air supply through the furnace. I am also opposed to cold air returns being placed in the center of the house, preferring them on outside walls, although I would make that optional, for I believe that when the day arrives that the public knows more about warm air heating they will insist that cold air registers be placed on the outside walls. Of course, short cold air returns have their advantages, particularly from the standpoint of first cost.

"I stand ready to change my mind, however, on the cold air location when the heating world will acknowledge and approve that steam and hot water radiators belong on inside walls. From other than a cost standpoint, the short cold air has in many cases given better results on account of the carelessness of installing the return air from extended locations and the reasons for failures are two: Lack of understanding of the needs of both cold and warm air piping and carelessness in the execution of the work by allowing leakages and improperly grading the piping both warm and cold air and these few features constitute all of the conditions that seem to be so grossly neglected. Isn't that the fact?"

"To sum up this talk, I have a suggestion to offer, which is as follows: Form an auxiliary association consisting of furnace installers. Make it nation-wide if you wish. Meet with these installers and decide upon



a program for proper installation and when the program has been completed invite all other installers to become members. Notify every furnace manufacturer of this action and invite their cooperation. Each member of this new association will obligate himself to live up strictly to the rules. Each member will be given a sign to hang in front of his place of business which will assure results. Each manufacturer who agrees to cooperate with this organization shall agree that he will not sell a furnace to any dealer outside of said association without first finding out if the buyer is competent properly to install the apparatus and if he sells him an apparatus said manufacturer will have said installation inspected within six months after sale has been made and that if the dealer proves incompetent said manufacturer will refuse to sell him more goods and notify the organization which will then send a committee to consult with this party and do their utmost to induce him to conform to the rules. This program will have, I am sure, the endorsement of most of the mechanics and of course, is susceptible to changes and additions.

"By the adoption of such a program and the earnest endeavor of at least a goodly number of manufacturers, jobbers, installers and mechanics, a condition will be brought about that will do away with state laws, codes or ordinances. This plan will bring about better conditions and closer relations and raise the standard of warm air heating to the level where it belongs. One step further can be made whereby the installers' association can maintain an engineering staff, supported by both manufacturers and installers whereby any member may procure advice, estimates, and blue-prints covering any installation. They can also maintain an engineering staff for testing out new ideas which will benefit the entire warm air heating fraternity.

"If you think kindly of this idea it may, or can be proposed to the National Warm Air Heating and Ventilating Association, or any way you may see fit to do.

"I have scolded and talked and tried to shame both manufacturers and installers until I am ready to give up trying to get anywhere by talk or force. Let us do something that will produce action. The good book says, 'Show me thy faith by thy works.' What is your answer?"

There was considerable discussion about Mr. Menk's suggestion, and President Nesbit was instructed to appoint a committee to confer with similar committees of the Midland Club, the National Warm Air Heating and Ventilating Association, and other bodies of kindred nature on this matter.

The election of officers resulted as follows, the vote being by acclamation:

President, E. I. Dodd, of New Foundry & Manufacturing Company, Sioux City, Iowa.

Vice-president, O. F. Alig, of Model Stove & Foundry Company, Des Moines, Iowa.

Secretary, John H. Hussie, Omaha, Nebraska, re-elected.

Treasurer, J. B. Fehlig, of Excelsior Furnace & Supply Company, Kansas City, Missouri, re-elected.

Executive Committee: The four officers and F. L. Nesbit, of Standard Furnace & Supply Company,

Omaha, Nebraska, and J. L. Templeton, of Buck's Stove & Range Company, St. Louis, Missouri.

The next meeting will be held in May, 1921, at Sioux City, Iowa, the exact date to be selected by the Executive Committee.

### **Hero Furnace Company Awards Contract for Warehouse at Sycamore, Illinois.**

The Hero Furnace Company have awarded contracts for the construction of a two-story brick warehouse building 80 by 260 feet at Sycamore, Illinois, where its foundry and erection plant is also located.

The foundry has a capacity of 500 warm air heaters a month, and President John V. Patten says that he has every expectation of running to full capacity all year.

After May 1, 1921, when the warehouse building is to be completed, the Company's general offices will be moved from Chicago to Sycamore, a sales office being maintained, however, at 57 West Lake Street, Chicago.

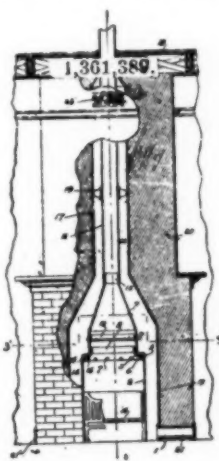
### **Register Company Acquires New and Bigger Location.**

The Independent Register and Manufacturing Company, 707-717 Frankfort Avenue, West, Cleveland, Ohio, has moved its offices to 414 Perry Payne Building, and its factory to 1417-1419-1421 West Tenth Street, Cleveland, Ohio.

The change of location affords greatly needed additional space and better facilities for giving prompt and adequate service to the many customers of the company.

### **Obtains Patent for Auxiliary Fireplace Heater.**

Alexander Duncan McLeod, Arcola, Saskatchewan, Canada, has obtained United States patent rights, under number 1,361,389, for an auxiliary fireplace heater described in the following:



In an open grate fireplace, a fire box provided at the top and toward the rear with an upwardly extending neck, a band permanently secured to the outer side of the neck, said band and neck being provided with suitably spaced screw threaded openings, a collar inserted within the neck and extending above the same, screws securing the collar through the casing to the band, an upwardly flaring hood having the lower end mounted on the collar, a smoke pipe communicating with the upper end of the hood, an inclosed air chamber surrounding the fire box and smoke pipe, said air chamber extending for a considerable distance up the smoke pipe, a cold air vent opening to the bottom of the air chamber and a warm air vent leading from the top of the air chamber.

# Practical Helps for Tinsmiths

*No Two Jobs Are Exactly Alike. Therefore, the Sheet Metal Worker Has to Meet Each Difficulty as It Comes. Send Your Problems to Us. Let Our Experts Help You.*

## PATTERN FOR INTERSECTING ELBOWS.

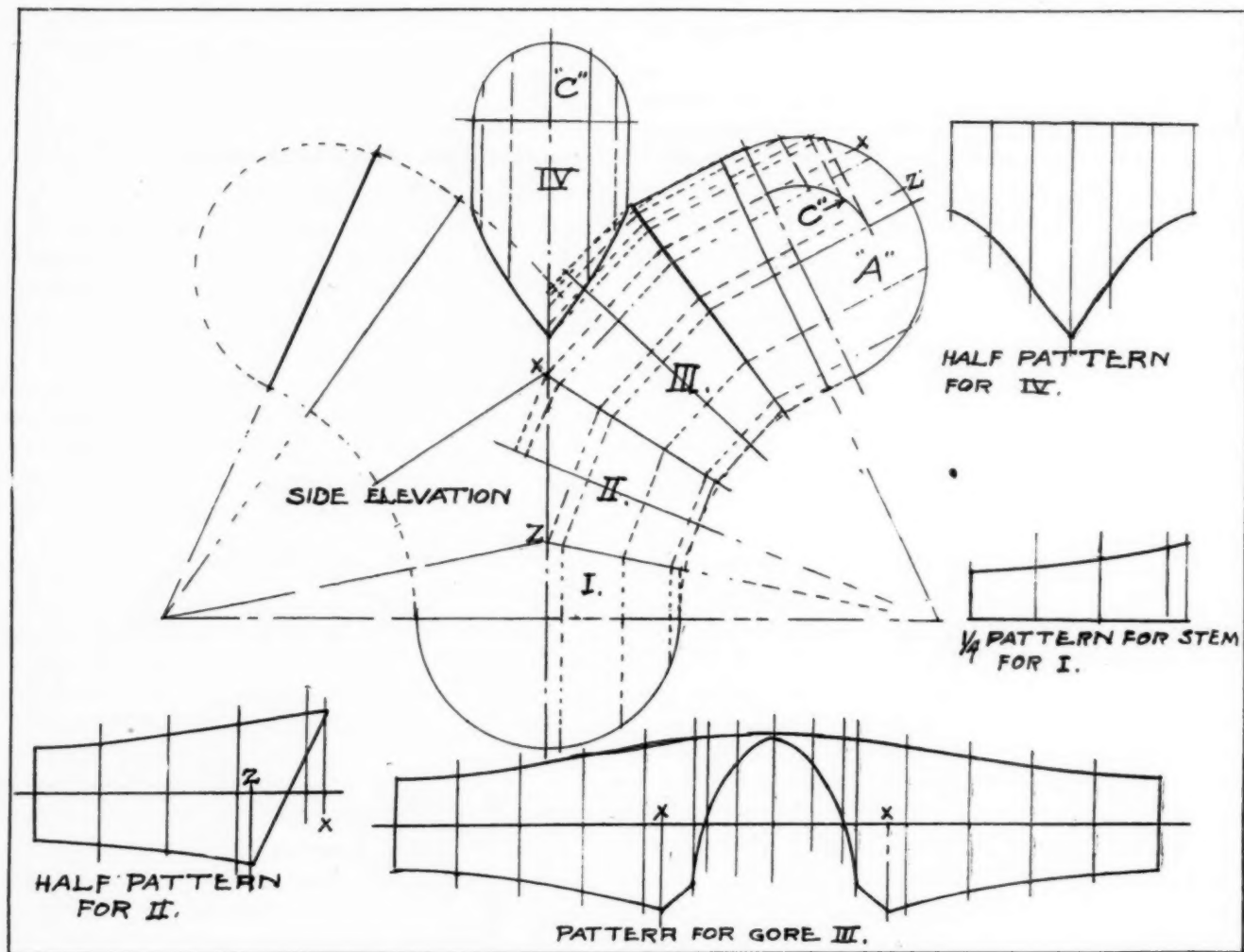
By O. W. Kothe, Principal St. Louis Technical Institute and Instructor in the David Rankin, Jr., School of Mechanical Trades, St. Louis, Missouri. Written especially for American Artisan and Hardware Record.

Now and then it occurs that elbows must intersect of similar diameters, leading from a pipe of the same diameter.

With these spaces we draw the elevation lines, always taking care so they are parallel to the gore piece they pass through.

Then to establish the miter between the tee and gore pieces, pick the section "C" with all its points and set in "A" as "C." Then from points in "C" square lines into section "A."

From these points follow up the lines, until they intersect those from "C" in tee.



Pattern for Intersecting Elbows.

However, in this case we consider it as a problem of development and to make it a little more complicated a tee of smaller diameter is added.

So measure off your diameter and establish the vertices, and describe the heel and throat lines for angle elbow.

The degrees of angle and the number of pieces can be made at pleasure.

When the miter lines are set in, thereby defining the various gore pieces and their intersections; then describe the half sections "A" and "C" and treat in equal spaces.

This permits drawing the miter line between tee and elbow gore piece.

Attention must be given to the high point intersection as X-Z.

No other lines intersect these high points, so we must make lines, extending them to section "A" as in points X'-Z'.

This enables setting these high points in patterns as shown.

To set out the patterns, pick the girth from section "A" and use it for gore pieces I-II-III.

Observe gore I and II only has a partial full girth,



and the points Z' or X' show the finishing lines.

The girth for tee IV is picked from "C" and set off as shown.

These elbows are developed the same as all elbows we have considered in these columns. When finished add laps for seaming or riveting.

### **Ohio Sheet Metal Contractors Announce Convention Dates.**

A convention committee has been organized and is already at work in preparation for the annual meeting of the Ohio Sheet Metal Contractors' Association, which is to be held July 19, 20, and 21, 1921, in Dayton, Ohio.

The personnel of the committee is as follows:

SIDNEY EISENBERGER,

CHARLES MCBRIDE,

F. J. HOERSTING,

P. E. SULLIVAN,

A. A. SMITH.

Everyone connected with the sheet metal trade of Ohio will be urged to help make the convention a success. William E. Miller of Dayton is in charge of publicity for the forthcoming convention and he has started a vigorous campaign in behalf of the association.

### **Zinc Production Is Below Normal Requirements.**

A member of the zinc trade says as follows:

"Present slab zinc production in the United States is far less than normal requirements according to accurate figures which have recently become available. Entirely disregarding the excessive demand for this metal that existed during the war, the normal monthly consumption is approximately 35,000 tons.

"During the six months' period which ended June 30, 1920, the slab zinc output of American producers averaged 45,000 tons monthly.

"For each month of the last half of this year, however, the output has been progressively reduced.

"Estimates place the December production at less than 25,000 tons. This is only a little more than 50 per cent of the normal consumption.

"An official of the American Zinc Institute said that should a substantial demand for spelter, or slab zinc, suddenly appear, the present rate of production will be far under the requirements."

### **Wheeling Corrugating Company Revived to Act as Selling Organization.**

In order to facilitate the sales of the Whitaker-Glessner Company, Wheeling West Virginia, The Wheeling Corrugating Company, which since the spring of 1917 has been inactive, recently was revived, and will market through its warehouses in eight of the larger cities, the various products of the Whitaker-Glessner Company. These products will consist largely of black and galvanized sheets, formed steel roofing, tin and terne plates, conductor pipe, eaves trough, ridge roll, metal lath, metal ceilings and kindred materials. The revived organization was originally incorporated under the laws of West Virginia in 1890, and until

1917 continued in active business, at which time it was merged with the Whitaker-Glessner Company.

At the time of the merger the capital stock of the Wheeling Corrugating Company was reduced to \$5,000, but recently after it had been decided to revive the company, application was made to the state authorities to increase this capitalization to \$1,000,000. This application has been granted.

Officers of the company are: President, W. H. Abbott; First Vice-president, A. Q. Moffat; Second Vice-president, W. W. Holloway; Treasurer, W. H. Manning; Assistant Treasurer, G. P. Whitaker; Secretary, D. H. Wagner and Assistant Secretary, H. M. Dobson. The board of directors includes a number of the officers and, I. M. Scott, Chairman, C. E. Scofield, A. W. Crotsly, W. L. Ewing and J. O. Entekin.

Mr. Crotsly is manager of the Chicago organization and is well and favorably known in the trade in this territory.

### **Sheet Metal Contractors of St. Louis To Hold Annual Banquet January 8.**

The eleventh annual banquet and installation of officers of the Sheet Metal Contractors' Association and of the Sheet Metal Consumers' Protective Association, both of St. Louis, Missouri, will be held 6 p. m., Saturday, January eighth, at the City Club, Board of Education Building, 907 Locust Street, St. Louis.

The following is an excerpt from the official announcement sent out by the Banquet Committee:

"During the Banquet you can talk shop with your Competitor to your heart's content. That leads to closer friendship and better understanding among men trying to earn a livelihood in the same lines of business.

"Now comes the fun.

"A real live Cabaret, no dead ones.

"Edward Southwick, sleight of hand of a Sheet Metal Man. Four round Boxing Contest between two well known Professional Pugilists.

"The cost of the Banquet including Cigars will be \$2.50 per plate. You will please fill in the enclosed card and enclose your check (Stamped Envelopes provided herewith). This being necessary so the Committee can make the proper reservations for you in advance of the occasion—Do it now while fresh in your mind.

"Respectfully, The Banquet Committee.

"Soldier—Rivet or Nail the date in a conspicuous place, lest you forget!

"Time: 6:00 p. m.

"Date: Saturday, January 8th, 1921.

"Place: Ninth and Locust Streets."

### **Is Granted Patent Rights for Soldering Flux.**

Edgar L. Williams, Lynn, Massachusetts, has procured United States patent rights, under number 1,359,010, for soldering flux comprising in combination alcohol, rosin and ammonia. Application for registration was filed December 1, 1919.

## Greenberg Considers an Unusual Slant of Business and Shows the Money Value of Sincere Expression.

*Be Right and You Will Look Right, Whether You Are as Pretty as a Movie Picture Hero or as Homely as a Peasant.*

Written Especially for AMERICAN ARTISAN AND HARDWARE RECORD by J. C. Greenberg, Peoria, Illinois.

(Copyright, 1921, by J. C. Greenberg.)

Did you ever stop to think that your face tells an interesting story about yourself?

Well it does, and what's more, it tells a truthful story.

No matter how you may use your language, unless your face verifies it, it will not be believed.

Many times, I as a salesman, have cut down the quantity of a man's order when he believed that I believed what he told me. His language was all right, but his face would not verify his statements.

His face told me a different story than his mouth did, and it was a truer story, and invited belief to a greater extent than his mouth did.

Just why is this? How shall we use our face to a better advantage?

In answer to this I will say that Nature has endowed us with two powers. One is the power of Impression, and the other is the power of Expression.

Our face expresses our impressions—that is all. Here is what I mean:

Suppose you are impressed with a false belief of sickness, and you foster this belief, you will have the expression on your face of that sickness.

Suppose you are impressed with a fear of a dull season in business, your face will soon have that expression of lost hope—that sort of "what's the use" look, and it will give you away every time.

If you carry with you a long face, it is suggestive of hard luck and failure. It denotes poverty, fear, hopelessness and despair.

No one will have faith in you because you have lost faith in yourself.

But on the contrary, if you are impressed with joy and gladness, you will express yourself with a happy smile, and cheery words. People will like you and trust you.

If you are impressed with success, your expression

will be full of faith, hope, confidence, responsibility and courage.

People must believe you because your face expresses only that which you have impressed it with.

You can not successfully express that which has not been impressed.

You must actually feel that which you want to show the world.

The Chinaman is not as foolish as he looks. His greatest calamity is when "he loses his face."

He knew long, long ago that the face tells the story of the inner man. I suppose by this time, you want to know how to impress yourself so that you will be able to express yourself.

Well, all I can say is that it is the easiest thing in the world to have proper expression.

All you have to do is to be sincere in everything you do, believe in it, have faith in your ability and like it.

If you will do these things without stint, you will soon cultivate an expression which will be worth lots of money to you.

It would take a long time to explain how impression is formed, but I will ask you to believe that you can not control your face to such an extent that you can deceive people.

The reason is that people feel your inner self, and yet are not able to tell why they feel it.

I said that if you cultivate the expression of success, it will be worth lots of money to you.

Now let me prove it to you. There is nothing more contagious than is the human expression. You soon get to feel that which is brought to you in the human expression.

Go to a show and see a good comedy, and you laugh. See a drama, and you cry.

Go to church, and you feel sanctimonious, go to a funeral, and you shed a tear.

**REAMS** of stuff have been written about business. All kinds of moralizing have been set forth in type for the instruction of the man of business.

Almost infinite are the changes which have been rung upon the ancient adage, "Honesty Is the Best Policy."

Much delightful writing has been produced in advocacy of the smile as a big factor in merchandizing.

But not many have considered the whole question of human relationship in business from the angle of facial expression.

Yet few things are more important. Our thoughts write their story unmistakably in the tissues of the face.

In spite of any conscious effort on our part, the record of our emotions, fancies, desires and ethics is printed upon the open page of our countenance.

We can change the record only by changing the thought or the ethic or the emotion.



All of these things are impressions which give out as expressions.

To make it very clear, I will say that impressions are those sensations which come in to us, and expressions are those sensations which go out from us.

This will clear it up so we will all understand it. Now then, let us change the tone of impression, and call it business instead of a show, a church or a funeral, and see what results we will get.

Business these days is done mostly on paper.

You promise to pay for things you buy. If business is good, you pay without any trouble.

If business is not so good, and money is a little scare, you have another chance to get money through your banker.

In order to borrow the money you need, you must have an expression of confidence. You must impress the banker so his expression to you shall be yes.

You must never lose sight of the fact that a successful banker is a good judge of human expression, and in reality judges your expression instead of your words.

He reads your face instead of hearing your story.

Did you ever notice that when you are interviewed by your banker that he will often say, "What was that you said?"

He really did not hear you because he was paying attention to your expression not your words.

If you are sincere in your statements, and have confidence in yourself, the banker will believe you because your expression verifies your words.

In this case, your face is your letter or credit.

This is how the old expression "his face is good" came into being.

If your face is good, you get the money.

Your references are only to satisfy the law.

Your security is only to satisfy the stockholders, but it was really your face that landed the loan.

You as a sheet metal man, often have jobs that take lots of time and very little material.

The bill looks large, and the customer can not see what he is paying for. He asks an explanation. You give it.

If the customer is satisfied, it is because your face has expressed truly your feelings. But if you try to "bull" the customer, your face quickly tells on you, and the customer will not believe your words.

If you sell your services to anybody, look the part—and remember, you can not look the part unless you are the part.

People take you "on your face value" not on your word value.

If you make a statement in business, and your face verifies it, it has face value.

But if you make a statement, and your face does not verify it, they call it "Bull." You personally have been many times so impressed.

One thing is as certain as sunshine, and it is that you must be genuine in your expressions.

You can not bring your long, sorrowful face and expect to have a cheerful party.

You can not have a crooked scheme, and make your face swear to it.

You can not tell a downright lie, and have the stamp

of truth on it, because we affix our own stamp unconsciously.

This is why every dishonest deed comes to light. You must train your face to verify your statements to everybody—to your family, to your fellow man, to your banker, and to your creditors.

The only way to train your face is to be hopeful, responsible, courageous, truthful, temperate and just.

These qualities are natural and easy if you will simply take an interest in your business and learn to like it. These qualities are the things which reliability is made of, and a reliable business man carries a reliable expression on his face.

He can not help it. His face invites, and proves, and instills confidence.

If you have confidence, and are reliable, your face will tell the world of the fact. Everybody will believe it, and will pin their faith on you.

This means patronage, and patronage means profit, and profit means money in the bank. A cheerful face creates a long bank account.

Carry a long, cheerless face around, and you show despair, indifference, fear, untruthfulness, intemperate habits and a worried look.

Worry is that feeling which is caused by ignorance, inability, and carelessness.

If you are ignorant of your business, you are not able to conduct it, and being careless about the result, it shows you incompetent.

Your face expresses this incompetence, and no one will help you because help is not what you need. You need education in your business, ability to do your business and be able to compete.

Or in other words, your long face tells the world that you are "not there" and no one will have faith in you.

A lack of faith stops success. When success is stopped, good-night to business. When you have through the long face stopped your progress, you have automatically shortened your bank account.

In conclusion, I want to impress upon you that your face is the best place on earth to advertise the kind of a business man you are.

Whether you choose to or not, your face tells on you. You may as well give your face the right material out of which to construct the advertisement.

Tell the world what you are. If you will reason this out for yourself, you will see every day some fellow who tells you a sad story, and impresses you badly.

On the other hand, you will see many men who impress you with success, and you feel like he does as long as he is with you.

Yes, sir—a long face makes a short bank account, whether that bank account is money in the bank, or opinion of the public.

You can not have only one of them and succeed. Get your best face out, and keep it open for inspection.

They will see it anyway—so you may as well "bring a smiling visage to the glass and meet a smile."

If you invest dissatisfaction you will get dissatisfaction. If you invest success you will have success. Just try it and see for yourself.

A lot of ads are like a lot of men—all they do is take up space.

# Instructive Notes and Queries

**The Service of This Information Bureau Is Free to Our Subscribers and They Are Urged to Use It Freely.**

## HERE IS FORMULA FOR INK FOR MARKING TINWARE.

A good ink for marking tinware is made by reducing asphalt or black varnish with turpentine to the desired consistency.

It is to be kept in a corked bottle.

When wanted for use, the bottle is shaken, when the cork can be withdrawn and held varnish side up, and the pen filled from the varnish on the cork.

The ink is recommended for marking cutlery and other bright articles as well as tinware.

It can be removed by means of rag dipped in coal oil or turpentine.

The following is recommended for marking on tin plates:

Mix together without the use of heat, 1 part of pine soot with 60 parts of solution of nitrate of copper in water.

## Explains Way to Cut Glass.

To cut bottles, shades, or other glass vessels neatly, heat a rod of iron to redness, and having filled your vessel the exact height you wish it to be cut, with oil of any kind, you proceed very gradually to dip the red hot iron into the oil, which, heating all along the surface, suddenly the glass chips and cracks right around, when you can lift off the upper portion clean by the surface of the oil.

## Describes Method of Soldering.

The process of soldering consists of welding together pieces of metal by means of another metal of lower melting point. Soft soldering may be taken to mean the uniting of pieces of metal with fusible alloys of tin and lead.

In the operation of soldering, which is done by using soldering coppers for applying the heat, the solder must be fused to the pieces which are being joined.

This is done by raising the temperature of the solder and the parts to be soldered to the fusing point.

The solder is applied and sweated in by holding a hot soldering copper in contact with the seam until a correct fusing temperature has been attained, with the result that the metals fuse together into one uniform mass, making a perfect joining at every point.

The absolute necessity of heating the parts to be soldered and raising them to the correct fusing temperature can not be too strongly emphasized.

## Tells How to Resharpen Files.

Well-worn files are first carefully cleaned with hot water and soda; they are then placed in connection with the positive pole of a battery, in a bath composed

of forty parts of sulphuric acid and one thousand of water.

The negative is formed of a copper spiral surrounding the files, but not touching them; the coil terminates in a wire which rises toward the surface.

When the files have been in the bath ten minutes, they are taken out, washed and dried, when the whole of the hollows will be found to have been attacked in a very perceptible manner.

But should the effect not be sufficient, they are replaced in the bath for the same period as before.

Sometimes two operations are necessary, but seldom more.

The files thus treated are to all appearances like new ones, and are said to be good for sixty hours' work.

Twelve medium Bunsen elements are employed for the batteries.

\* \* \*

## Smoke Pipe Dampers.

From Premier Warm Air Heater Company, Dowagiac, Michigan.

We would like to know who makes smoke pipe check draft dampers.

Ans.—Parker Supply Company, 801 East 136th Street, New York City; Berger Brothers Company, 237 Arch Street, Philadelphia, Pennsylvania; The S. M. Howes Company, Boston, Massachusetts; Excelsior Steel Furnace Company, 118 South Clinton Street, Chicago, Illinois; Stover Manufacturing and Engine Company, 719 East Street, Freeport, Illinois.

## Carbide Lights.

From Hartmann Company, 1725 Wabash Avenue, Terre Haute, Indiana.

Please advise who makes and installs carbide lights in buildings.

Ans.—J. B. D. Colt Company, 30 East 42nd Street, New York City; Carbic Manufacturing Company, 111 West Washington Street, Chicago, Illinois; Phelps Manufacturing Company, 38 South Dearborn Street, Chicago, Illinois.

## Revolving Tinner's Bench.

From Mehl Brothers Sheet Metal Works, 807 Union Street, Coffeyville, Kansas.

Can you give us the name of a firm manufacturing a revolving bench or stand for tinner's bench machines?

Ans.—Niagara Machine and Tool Works, Buffalo, New York; Peck, Stow and Wilcox Company, Cleveland, Ohio; Merchant and Evans Company, 347 North Sheldon Street, Chicago, Illinois.

## Brass Floats.

From Benedict and Thys Machine and Plating Company, Clinton, Wisconsin.

Kindly advise where we can purchase or have made brass floats, 1/2 inch in diameter and 3/4 inches long, in five hundred or thousand lots.

Ans.—Weber Brothers Metal Works, 108 North Jefferson Street, Chicago, Illinois.



# Illustrations of New Patents

*Watch This Page. Keep Yourself Informed Concerning Improved Devices Which May Save Labor in Your Shop or Add Another Source of Income to Your Retail Store.*

1,358,964. Automobile-Bumper. Allan L. McGregor, Chicago, Ill. Filed Mar. 24, 1920.

1,358,977. Door-Controlling Device. Lewis C. Norton, Chicago, Ill., assignor to Norton Door Check Company, Chicago, Ill., a corporation of Illinois. Filed May 3, 1920.

1,359,015. Tool Francis Argento, New York, N. Y. Filed Mar. 10, 1920.

1,359,057. Ash-Can or the Like. Lawrence Guldaman, Hoboken, N. J. Filed Sept. 8, 1920.

1,359,060. Folding Flytrap. John A. Hassell, Bisbee, Ariz. Filed Mar. 19, 1920.

1,359,103. Tool-Holder. James F. Randa, Muncie, Ind. Filed Dec. 31, 1919.

1,359,124. Ironing-Board. Aaron M. Springer, Portland, Oreg., assignor to Oregon Woodenware Mfg. Co., a corporation of Illinois. Filed May 6, 1918.

1,359,125. Lid-Rack. Harry J. Stevens, Oakland, Calif. Filed Apr. 14, 1920.

1,359,127. Combined Stovepipe and Brace. James M. Tedder, Pine Bluff, Ark. Filed Feb. 16, 1920.

1,359,144. Air-Controlled-Piston Door-Check. Fred and August J. Dohm, Dane, Wis. Filed Mar. 31, 1920.

1,359,192. Sharpening Device for Lawn-Mowers. P. Angell, Battle Creek, Mich. Filed May 1, 1920.

1,359,159. Tank-Heater. Robert Otmere Dohm Josef Palas, Los Angeles, Calif. Filed Sept. 25, 1919.

1,359,217. Animal-Trap. Ludger Bachand, Montreal, Quebec, Canada. Filed Mar. 24, 1919.

1,359,271. Universal Tool-Sharpener. Horace Plummer, Center township, Hendricks county, Ind. Filed May 5, 1917.

1,359,277. Churn. Joseph J. Russell, Falkville, Ala. Filed May 22, 1920.

1,359,297. Stepladder. Willis M. Voss, Montgomery, Ala. Filed May 24, 1920.

1,359,305. Can-Opener. Rebecca Valencia Adels, Houston, Tex. Filed Apr. 12, 1918.

1,359,318. Drill. Henri Bernay, San Francisco, Calif., assignor, by mesne assignments, to Fred W. Thurston, San Francisco, Calif. Filed Feb. 24, 1919.

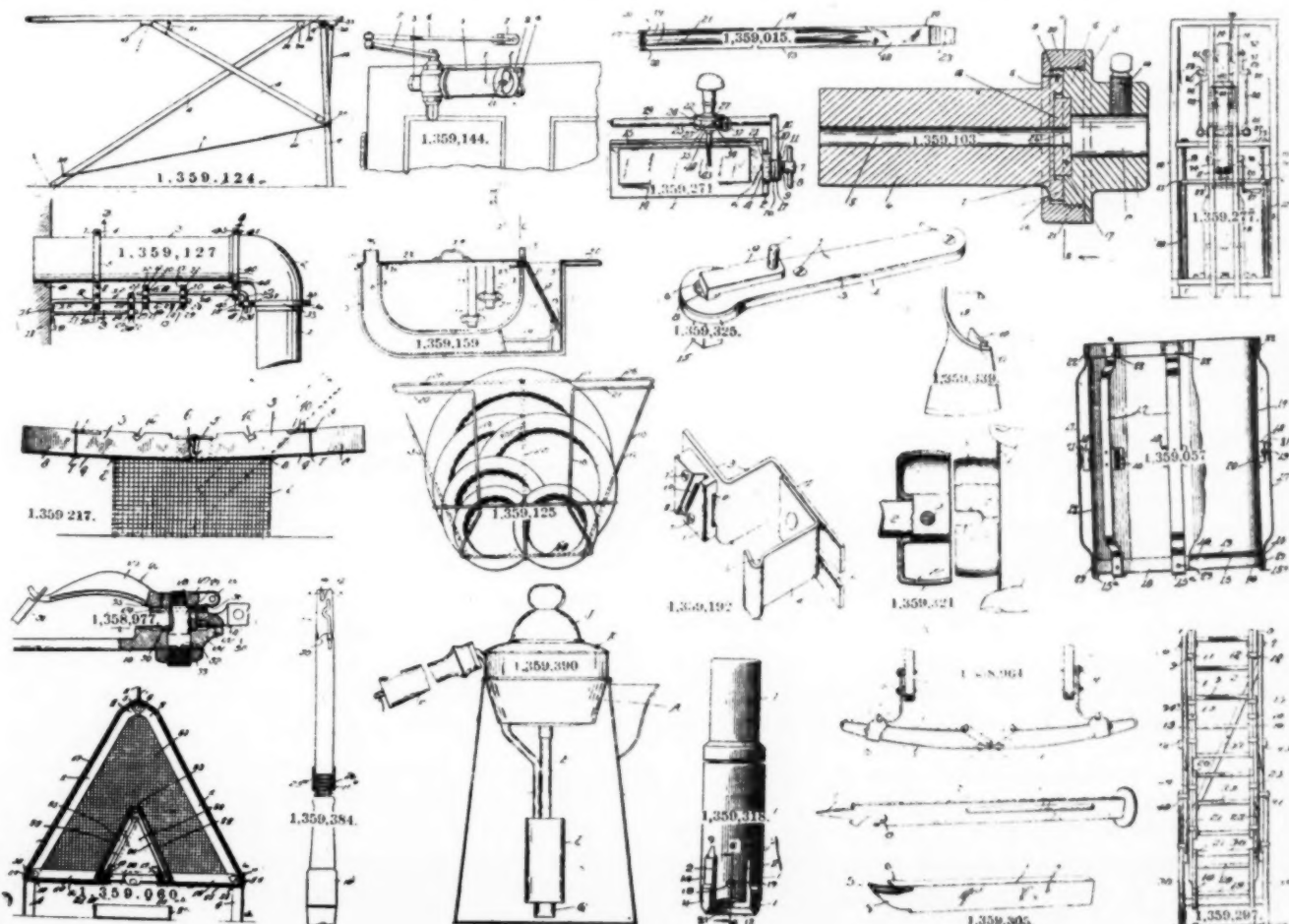
1,359,321. Attachment for Pulleys. Charles Andrew Brown, Louisville, Ky. Filed Feb. 2, 1920.

1,359,325. Ratchet-Wrench. William A. Butler, Indianapolis, Ind., assignor, by mesne assignments, to Butler Elliptical Wrench Manufacturing Company. Filed Aug. 9, 1918.

1,359,339. Cutting-Blade Attachment. William Arthur Darling, Kansas City, Mo. Filed Nov. 1, 1919.

1,359,384. Screwdriver. Ira Watt James, Woodland Park, Colo. Filed Apr. 15, 1919.

1,359,390. Electric Percolator. Frank Kuhn and Jay A. Hand, Detroit, Mich., assignors to American Electrical Heater Company, Detroit, Mich., a Corporation of Michigan. Filed Feb. 21, 1918.



# Weekly Report of the Markets

*General Conditions in the Steel Industry. Review of Prices and Tendencies in Sheet Metals, Pig Iron, etc.*

## **BIG ORDERS FOR STEEL RAILS BRIGHTEN THE OUTLOOK.**

The greatest factor toward stabilizing the iron and steel industry and helping to bring it out of its present chaotic and phlegmatic state is the buying movement inaugurated by the railroads last week upon the announcement by the independent steel mills of a rail price cut to the corporation level of \$45 for Bessemer and \$47 for open-hearth steel rails.

With this announcement the Pennsylvania placed an additional order for 100,000 tons and the New York Central one for 75,000 tons for 1921 delivery, both orders going to the independents and involving over \$8,000,000.

The mills participating are the Bethlehem Steel Company, the Lackawanna Steel Company and the Midvale Steel and Ordnance Company.

The 100,000 ton order previously placed by the Pennsylvania was allocated between the Carnegie Steel Company and the Illinois Steel Company.

The Boston and Maine and Maine Central lines placed orders aggregating over 15,000 tons. At present railroads are being refinanced on a scale never before attempted and heavy buying is expected to take place to fill the accumulated needs of the past few years.

The entire rail capacity of the leading interest is booked for the whole of 1921, with the exception of the Birmingham subsidiary, which is booked over the first half only.

Thus it will be seen that the all too lean order books of the independents will directly benefit by the orders now pending.

Rail orders placed to date for 1921 rolling total over 3,000,000 tons, while over 40,000 freight cars have been ordered, and it is expected that contracts for 20,000 more will be entered into shortly.

The equipment purchases of the railroads absorb over 30 per cent of the steel output of the country normally, so the extent of the influence of this factor can not be overestimated.

The cutting of wages announced by several of the larger independents week before last alone made the price cut possible, as the corporation selling price is below the independents' cost price.

These announcements have so far been confined to the Lackawanna Steel Company, the Midvale Steel and Ordnance Company, and to mills in Johnstown and Coatesville, Pennsylvania, Wheeling, West Virginia, and Buffalo, but the other independents are expected to make wage readjustments on or before the first of the year.

## **Steel.**

Prices seem to have settled to a common level and fewer changes were noticed last week than for some time past.

The two exceptions are rails and pipe, and reductions in the latter were announced last week from several interests.

The U. S. Cast Iron Pipe and Foundry Company reduced cast iron pipe 25 per cent, the price for 6-inch class B now being \$55 Birmingham or \$64.10 delivered in Chicago.

Jobbers in the Pittsburgh district last week adopted the old discount of 46½ and 49½ per cent on steel pipe, but the Reading Iron Company put out a new card showing an increase in price on certain classes of pipe.

The pressure to reduce prices being brought to bear on the independent steel mills by the consumer is still in great part offset by the continued heavy demand.

If, however, pipe is reduced to the Industrial Board level, there will then be but one common price level for finished steel products throughout the country.

Reports have been current during the past week to the effect that some of the independents had shaded the corporation's prices in some instances, but a canvass of the trade showed these reports unfounded.

Such a move is anticipated in some quarters, however. Presales of cancelled tonnages held by exporters and jobbers were below the market and at a loss.

## **Butts and Hinges.**

In the hardware field the most notable price decline of the week is a drop of 10 per cent in jobbers' quotations on butts and hinges.

## **Copper.**

The domestic copper market continued quiet and weak throughout the week, with the larger producers unwilling to make any concessions below 14 cents, but with smaller producers and dealers quoting as low as 13.25 in some instances and 13.50 cents a pound more frequently and for deliveries through January. Bids of 13 cents were made on the Exchange, but without takers.

Large producers, however, will not enter into competition with aggressive sellers and express confidence in the recovery in the market early next year as a result of the vigorous campaign to reduce the cost of production and to further materially lessen output at smelters and refineries.

The output of U. S. smelters during the current month is expected to fall a little under rather than over 100,000,000 pounds. Imports are estimated at 35,000,000 pounds so that the total refined output this month from current production, foreign and domestic, will be about 15,000,000 pounds under the average for the year. The total production of refined copper in 1920 is estimated at 1,800,000,000 pounds, of which about 1,370,000,000 pounds were derived from copper smelted in the United States and the remainder, about



430,000,000 pounds, derived from copper of foreign origin.

Word comes from Salt Lake City that the mine operators of Utah have agreed to recommend a general reduction in miners' wages of 15 per cent to 20 per cent beginning January 1st.

This calls for a reduction of \$1 a day in wages of operatives at copper mines and 75 cents per day in wages of employees of the lead-silver mines.

It is an interesting point that most of the mine contracts with smelters provide for payment of 90 per cent of metal prices established in New York with reductions of  $1\frac{1}{2}$  to 2 cents for bullion transportation to eastern refineries, such expenses are charged to the account of the mines.

### **Tin.**

Dullness and depression have created somewhat of an artificial tin market both here and abroad and very naturally sellers are not keen for orders at what is supposed to be the market except in special instances where spot tin has to be sold and what business is being done in futures is chiefly result of bids.

We do not find that London has sent any selling instructions as low as the prices which are being accepted in special cases.

Spot tin is offered for New York City delivery at 33 cents and futures (say February-March delivery) at 34 cents, and yet we hear of London limits at exactly 1 cent per pound higher than these prices.

Chicago prices have advanced  $\frac{1}{4}$  cent per pound during the present week.

### **Lead.**

The leading interest reduced its price last week from 5 cents to 4.75 cents a pound for deliveries in New York and St. Louis.

At the beginning of the week asking prices in the outside market were 4.65 for New York and 4.55 cents for St. Louis but these had been reduced to 4.60 and 4.50 cents respectively by the following day and held at this latter figure throughout the remainder of the week.

A distinct stiffening of prices has occurred in the Chicago market. American pig lead went up from \$4.95 per hundred pounds to \$5.15, and bar lead from \$5.70 to \$5.90 per hundred pounds.

### **Solder.**

No changes have occurred in the Chicago solder market. Prices now in effect are as follows: Warrented 50-50, per 100 pounds, \$25.00; Commercial 45-55, per 100 pounds, \$23.00; and Plumbers', per 100 pounds, \$21.00.

### **Zinc.**

During the last week the price of zinc for spot New York delivery dropped from 6.05 to 6 cents and the asking price in St. Louis from 5.75 to 5.70 cents a pound.

A small consignment of 50 tons of zinc was imported last week which is probably only the forerunner of others to come, as foreign metal is being offered on the market from 15 to 20 points under this latter price duty paid for January shipment.

Therefore the only zinc being sold in domestic trade is for prompt shipment.

Producers are reluctant sellers at the present time and the more so as there is an emergency tariff bill before the committee that may bear fruit.

The normal zinc consumption in the United States is 35,000 tons monthly and while the production during the first half of the current year was at the rate of 45,000 tons a month this has since been progressively reduced and the output for the current month is estimated at 25,000 tons or a little more than 70 per cent of the normal consumption.

### **Sheets.**

More optimistic feeling was prevalent in certain quarters last week, due to a reported increase in inquiry and purchasing.

One Valley mill booked an order for 10,000 tons of sheets and there are inquiries in the market aggregating 20,000 tons of black, blue annealed and galvanized sheets.

An order for 10,000 tons of highly finished sheets has virtually been placed with a valley maker by a Detroit automobile manufacturer, for delivery during the first quarter of 1921.

Another sheet maker recently received an order for 2,000 tons of black sheets for drums and barrels.

Another inquiry is in the market for 15,000 tons black, blue annealed and galvanized sheets.

The belief is general that no recession of prices will take place in the near future, particularly in view of the fact that the leading interest has affirmed its prices for the first half.

### **Tin Plate.**

Many shrewd observers are of the opinion that the situation as to tin plate will undergo a decided change for the better before the close of the present quarter.

With the resumption of normal production in all lines of industry throughout the country, tin plate will be in steady demand at stabilized prices.

### **Old Metals.**

Wholesale quotations in the Chicago district which should be considered as nominal are as follows: Old steel axles, \$20.00 to \$21.00; old iron axles, \$32.00 to \$33.00; steel springs, \$19.50 to \$20.00; No. 1 wrought iron, \$16.00 to \$16.50; No. 1 cast, \$18.00 to \$18.50; all per net tons. Prices for non-ferrous metals are quoted as follows, per pound: Light copper 8 cents; light brass, 5 cents; lead  $3\frac{1}{2}$  cents; zinc,  $3\frac{1}{2}$  cents; cast aluminium, 10 cents.

### **Pig Iron.**

Regarding the pig iron situation, Rogers, Brown and Company say that some purchases have been made on inquiries formerly reported, but for the most part every one appears to be concentrating more on plans for celebrating the holidays than on their future needs of raw materials.

Stocks are in such depleted condition, however, that it will be necessary for buying to be done soon if plants are to continue in operation, although it is thought that it may be a month or two before much more than hand to mouth buying is done.

# Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

The prices and discounts quoted on this and the following pages, are, for the most part, subject to change without notice. Owing to the unsettled conditions of the markets and the shortage of materials it is practically impossible for any manufacturer to guarantee his prices for any given length of time.

METALS		HARDWARE		Scratch.		BEVELS, TEE.	
<b>PIG IRON.</b>		<b>ADZES.</b>		No. 1S, socket Handled .....per doz. 2 50		Stanley's Rosewood handle, new list .....Nets	
Northern Fdy. No. 2.....\$35 70		Carpenters'.		No. 344 Goodell- Pratt, list less.....35-40%		Stanley iron handle.....Nets	
Southern Fdy. No. 2.....44 67		Plumbs .....Per doz. \$29.00		No. 7 Stanley....." 2 25		<b>BINDING CLOTH.</b>	
Lake Sup. Charcoal.....53 50		Coopers'.		<b>AXES.</b>		Zincd .....55%	
Malleable .....35 70		Barton's .....Net		First Quality, Single		Brass .....40%	
<b>FIRST QUALITY BRIGHT</b>		White's .....Net		Bitted, 3 to 4 lb., per doz. 16 50		Brass, plated .....60%	
<b>TIN PLATES</b>		Railroad.		First Quality, Double		<b>BITS.</b>	
Per Box		Plumbs .....Per doz. 30.00		Bitted .....per doz. 22 50		Auger.	
IC 14x20...112 sheets \$13 10		<b>AMMUNITION.</b>		<b>Broad.</b>		Jennings Pattern .....Net	
IX 14x20.....15 15		Shells, Loaded, Peters.		Plumbs. Can. Pat., 6-lb. 65 00		Ford Car.....List plus 5%	
IXX 14x20.....16 40		Loaded with Black Powder, 18%		Single Bitted (without handles).		Ford's Ship....." 5%	
IXXX 14x20.....17 70		Loaded with Smokeless		Plumbs, 4 1/2-lb. ....19 50		Irwin .....35%	
IXXXX 14x20.....19 00		Powder .....18%		Double Bitted (without handles).		Russell Jennings.....plus 20%	
IC 20x28.....26 20		Winchester.		Plumbs, 4 1/2-lb. ....23 50		Clark's Expansive .....33 1/2%	
IX 20x28.....30 30		Smokeless Repeater Grade, 15%		<b>BAGS, PAPER, NAIL.</b>		Steer's " Small list, \$22 00..5%	
IXX 20x28.....32 80		Smokeless Leader Grade...15%		Pounds ... 10 16 20 25		" " Large " \$26 00..5%	
IXXX 20x28.....35 40		Black Powder .....15%		Per 1,000..\$5 00 6 50 7 50 9 00		Irwin Car.....35%	
IXXXX 20x28.....38 00		U. M. C.		<b>BALANCES, SPRING.</b>		Ford's Ship Auger pattern	
<b>COKE PLATES</b>		Nitro Club.....18%		Sight Spring.....Net		List plus 5%	
Cokes, 180 lbs.... 20x28 \$17 80		Arrow .....18%		Straight .....Net		Center .....10%	
Cokes, 200 lbs.... 20x28 18 00		New Club.....18%		<b>BARS, WRECKING</b>		Countersink.	
Cokes, 214 lbs....IC 20x28 18 30		Gun Wads—per 1000.		V. & B. No. 12.....\$0.45		No. 18 Wheeler's...per doz. \$2 25	
Cokes, 270 lbs....IX 20x28 20 30		Winchester 7-8 gauge 10&7 1/2%		V. & B. No. 24.....0.75		No. 20 " " " 3 00	
<b>BLUE ANNEALED SHEETS.</b>		" 9-10 gauge 10&7 1/2%		V. & B. No. 324.....0.80		American Snailhead " 1 75	
Base .....per 100 lbs \$4 68		" 11-28 gauge 10&7 1/2%		V. & B. No. 30.....0.85		" Rose...." 2 00	
<b>ONE PASS COLD ROLLED</b>		<b>Powder.</b>		V. & B. No. 330.....0.90		" Flat...." 1 40	
<b>BLACK.</b>		Each		<b>BASKETS.</b>		Mahew's Flat...." 1 60	
No. 18-20.....per 100 lbs \$5 80		DuPont's Sporting, kegs..\$11 25		Clothes.		" Snail...." 1 90	
No. 22-24.....per 100 lbs. 5 85		" 1/4 kegs 3 10		Small Willow....per doz. 15 00		Dowel.	
No. 26.....per 100 lbs. 5 90		DuPont's Canisters, 1-lb.. 58		Medium Willow.. " 17 00		Russel Jennings.....plus 20%	
No. 27.....per 100 lbs. 5 95		" 1/4 kegs... 5 75		Large Willow...." 20 00		Gimlet.	
No. 28.....per 100 lbs. 6 00		" canisters 1 00		Galvanized. 1 bu. 1 1/2 bu.		Standard Double Cut Gross \$8 40	
No. 29.....per 100 lbs. 6 10		Hercules "E.C.", kegs.....22 50		Per doz.....\$16 08 \$18 72		Nail Metal Single	
<b>GALVANIZED.</b>		Hercules "Infallible", 25-can		<b>BEATERS.</b>		Cut .....Gross \$4 00—\$5 00	
No. 16.....per 100 lbs. \$6 60		drums .....22 00		Carpet.		Reamer.	
No. 18-20.....per 100 lbs. 6 75		Hercules "Infallible", 10 can		No. 7 Tinned Spring Wire..\$1 10		Standard Square.....Dox. 2 50	
No. 22-24.....per 100 lbs. 6 90		drums .....9 00		No. 8 Spring Wire Cop-		American Octagon... " 2 50	
No. 26.....per 100 lbs. 7 05		Hercules "E.C." and "Infal-		pered .....1 50		Screw Driver.	
No. 27.....per 100 lbs. 7 20		lible", canisters .....1 00		No. 9 Preston.....1 75		No. 1 Common.....40	
No. 28.....per 100 lbs. 7 35		Hercules W. A. 30 Cal. Rifle,		<b>Egg.</b>		No. 26 Stanley.....75	
No. 30.....per 100 lbs. 7 85		canisters .....1 25		No. 50 Imp. Dover.....\$1 10		<b>BLADES, SAW.</b>	
<b>BAR SOLDER</b>		Hercules Sharpshooter Rifle,		No. 102 " " Tinned 1 35		Wood.	
Warranted.		canisters .....1 25		No. 150 " " hotel 2 10		Disston 30-in.	
50-50 .....per 100 lbs. \$25 00		Hercules Bullseye Revolver,		No. 10 Heavy hotel tinned 2 10		Nos. ....6 66 26	
Commercial,		canisters .....1 00		No. 13 " " " 3 30		\$9 45 \$10 05 \$9 45	
45-55 .....per 100 lbs. 23 00		Rollboard .....11c per lb.		No. 15 " " " 3 60		<b>BLOCKS.</b>	
Plumbers' .....per 100 lbs. 21 00		<b>ANVILS</b>		No. 18 " " " 4 50		Wooden .....20%	
<b>ZINC.</b>		Solid Wrought....23 & 23 1/2 per lb.		<b>Hand.</b>		Patent .....20%	
In slabs .....\$6 35		<b>ASBESTOS.</b>		8 9 10 12		<b>BOARDS.</b>	
<b>SHEET ZINC.</b>		Paper up to 1/16.....10c per lb.		Per doz.\$11 50 13 00 14 75 18 00		Stove.	
Cask lots .....13c		Millboard 3/32 to 1/2..10 1/2c per lb.		<b>Moulders'.</b>		Per doz.	
Less than cask lots....13 1/4-13 1/2c		Corrugated Paper, (250		12-inch .....Per doz. 20 00		24x24 .....13 60	
<b>COPPER.</b>		sq. ft.) .....\$6.50 per 100 lbs.		<b>BELLS.</b>		26x26 .....16 05	
Copper Sheet, mill base....22 1/2c		Rollboard .....11c per lb.		Call.		28x28 .....18 85	
<b>LEAD.</b>		<b>AUGERS.</b>		3-inch Nickeled Rotary Bell,		30x30 .....21 30	
American Pig .....\$5 15		Boring Machine .....40 @ 40&10%		Bronzed base....per doz. \$5 50		33x33 .....25 50	
Bar .....5 90		Carpenter's Nut.....50%		Cow.		36x36 .....30 50	
Sheet.		Hollow.		Kentucky .....30%		Wash.	
Full coils ....per 100 lbs. \$8 50		Bonney's .....per doz. 30 00		Door.		No. 760, Banner Globe,	
Cut coils ....per 100 lbs. 8 75		Post Hole.		New Departure Automatic \$7 50		(single) .....per doz. \$5 25	
<b>TIN.</b>		Iwan's Post Hole and Well...30%		Rotary.		No. 652, Banner Globe,	
Pig tin .....37c		Vaughan's, 4 to 9 in.		3 -in. Old Copper Bell... 6 00		(single) .....per doz. 6 75	
Bar tin .....39c		.....per doz. \$14.00		3 -in. Old Copper Bell,		No. 801, Brass King per doz. 8 25	
		<b>Ship.</b>		fancy .....8 00		No. 860, Single—Plain	
		Ford's .....Net		3 -in. Nickeled Steel Bell 6 00		Pump .....6 25	
		<b>AWLS.</b>		3 1/2-in. Nickeled Steel Bell 6 50		<b>BOLTS.</b>	
		No. 3 Handled....per doz. \$0.65		<b>Hand.</b>		Carriage, cut thread, 3/4x6	
		No. 1050 Handled " 1 40		Hand Bell polished List plus 15%		and sizes smaller and	
		Patent asst'd, 1 to 4 " 85		White Metal....." 15%		shorter .....40 & 10%	
		<b>Harness.</b>		Nickel Plated....." 5%		Carriage, sizes larger and	
		Common .....1 05		Swiss .....10%		longer than 3/4x6.....+15%	
		Patent .....1 00		<b>Miscellaneous.</b>		Machine, 3/4x4 and sizes	
		<b>Peg.</b>		Church and School, steel		smaller and shorter.....50%	
		Shouldered .....1 60		alloys .....30%		Machine, sizes larger and	
		Patented .....75		Farm, lbs...40 50 75 100		longer than 3/4x4.....40%	
				Each .....\$3 00 3 75 5 50 7 25		Stove .....5-10%	
						Tire .....40-55%	
						Wortise, Door.	
						Gem, iron.....5%	
						Gem, bronze plated.....5%	